

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLIX. NEW YORK, NOVEMBER 16, 1904.

No. 7.

This isn't Idle Talk

We don't juggle advertising space.
We don't ask advertisers to "take a chance" on an
unknown, untried circulation.
Our back bone is good and stiff.
We know how valuable the

Woman's Farm Journal

is to every individual advertiser—big or little. We ask them
and they tell us. Figure it out—take a strong think—esti-
mate the wonderful, irresistible actualities in sales and in-
quiries that necessarily must flow from such a circulation of

642,509

(SEPTEMBER ISSUE)

making an enormous total footing of easily 3,212,545 in-
terested readers. It's neither "safe nor sane" to stop a
minute to doubt. The price per line—there's no rate any-
where that beats it—

4.4 Cents an inch per Thousand

We are eager that you prove all this yourself. Key your
ad. Send us your order. When you check up the replies
and sales you'll agree with us. Ask for free sample copy.

Address Adv. Department

WOMAN'S FARM JOURNAL

Western Office:
Hartford Building,
Chicago

ST. LOUIS, MO.

Eastern Office:
Flat Iron Building,
New York

Is the Subscription Price of PRINTERS' INK TOO HIGH?

The Little Schoolmaster is often assured that its annual subscription price of **Five Dollars** is too high for the average subscriber. It is argued that PRINTERS' INK could gain subscribers in larger numbers were the price reduced—especially so among the smaller merchants and young men and women who interest themselves in the art of advertising.

It should be borne in mind that the production of a weekly journal like PRINTERS' INK involves a good deal of expense, and while there are those who would be willing to pay even a higher price annually than is charged now, it is probably equally true that to many the present price appears as a tax which they think too high.

PRINTERS' INK is willing to give this question a practical test. From this day until December 31, 1904, the annual subscription price to PRINTERS' INK is reduced to

\$2.00 CASH

and hence annual subscriptions may be had for that price for any number of years, **if prepaid** on or before December 31, 1904. Trial subscriptions for six months will be accepted for **One Dollar** within the same time limit.

Present subscribers may extend their subscriptions at the above rate (\$2.00 per year) for any length of time they care to prepay for Now.

Large firms, publishers and proprietors of advertising schools, who wish to subscribe for the Little Schoolmaster for the benefit of retailers, local advertisers and pupils, may communicate with the business manager of "Printers' Ink" for special club rates.

Here is an opportunity to secure the best advertising journal in the world which no man or firm or newspaper publisher can afford to overlook. PRINTERS' INK educates and develops advertisers, and no single factor in this country has done so much as the Little Schoolmaster to make American advertising what it is to-day.

TO CANVASSERS:

Canvassers who wish to take up the subscription sales of PRINTERS' INK at the above rates will be allowed 50 per cent commission on every paid-in-advance order they send in, either annual or semi-annual. And above the commission stated the following inducements are offered: Cash prizes as below will be paid on January 10, 1905, to the canvassers who have sent in the largest number of annual paid-in-advance subscriptions.

\$100 for the largest number. **\$75** for the second largest number. **\$50** for the third largest number. **\$25** for the fourth largest number.

A canvasser is any person who takes the work in hand and sends in the cash for not less than three subscriptions, minus the 50 per cent commission.

This offer is only good for the time stated and no longer.
Address, with check,

CHAS. J. ZINCC, Business Manager,
"Printers' Ink," 10 Spruce Street, New York.

September 28, 1904.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

VOL. XLIX.

NEW YORK, NOVEMBER 16, 1904.

No. 7.

ADVERTISING AN ENCYCLOPEDIA.

The advertising of Dodd, Mead & Co.'s new International Encyclopedia has revealed one curious illustration of the power of newspaper advertising to establish an idea in the public mind. About 1890 a reprint edition of the Encyclopedia Britannica was exploited by hundreds of newspapers throughout the country as a subscription premium. Thousands upon thousands of pages of display advertising were devoted to this work, and hundreds of thousands of copies were placed in American homes. No encyclopedia had ever received such publicity, and the famous English work became the companion of people who had not before known what the word "encyclopedia" meant.

The campaign of Dodd, Mead & Co. began last fall, upon the completion of the new International. This work in seventeen volumes represents the labors for more than four years of several hundred contributors. More than 700,000 subjects were first indexed by a card system, and from these 67,000 were selected for treatment. The finished work has 100 departments, covering the whole field of knowledge from the most remote times to the present, the new International treating many topics that might be classed as news. The seventeen volumes contain 16,000 pages, 20,000,000 words, 700 full-page illustrations with 7,500 figures, several thousand text illustrations, 100 full-page colored plates and 200 maps. The plan of selling is by easy payments. Magazine advertising was employed to interest people in the work, and inquiries were followed up by local agents

unless in remote localities, when printed literature was sent. Everywhere the agents for the new encyclopedia found a prejudice in favor of the Britannica, however, and upon overcoming this, demonstrating the thorough American point of view of the new International, much of the advertising problem turns.

Two distinct forms of argument are employed in advertising the International. One is directed at the reader who already owns an encyclopedia, while the other is aimed at those who have none. The point in the former course is to convince the reader that his encyclopedia is out of date, while in the latter the proposition is to explain what an encyclopedia contains, and what it may be used for. It has been found that a relatively small portion of the public understands the uses or character of such a work. The best results in advertising have followed where the two lines of argument were kept apart. No good method has been found of combining them. The nature of the argument to be used, depends somewhat on the quality of circulation of the magazine in which the advertising appears.

It is a very easy matter, it is said, to convince the man who already owns an encyclopedia that his book is behind the times. The new International is the most thorough work ever compiled and published in the United States. Older encyclopedias have been "cribbed" from the Britannica, and have a British point of view. In the description of places, for example, the words "shire town" will be used to designate what is known in America as the "county seat." Geographical comparisons will be made by Eng-

lish standards, the writers giving an idea of a foreign country by stating that it is "as large as Wales." Articles on manufactures deal with English methods, all the information about those followed in America being compressed into a footnote of perhaps a dozen lines. In convincing the reader that he needs a new encyclopedia the advertisements of the International have dwelt on these points, also giving extracts from the book on subjects treated in no other work. When convinced that his encyclopedia is about as useful as an old almanac, the reader sends for an agent.

For the man who has no encyclopedia the work is described in a way that shows its scope. There is a popular notion that an encyclopedia is intended chiefly for answering questions—telling when George Washington was first inaugurated and who wrote the "Letters of Junius." The advertising of Dodd, Mead & Co. explains the wider use of the International, suggesting courses of study and showing how interesting the book is as reading matter, for it contains countless essays on subjects never treated before, written in a popular style.

In comparison with the scope of the work the advertising campaign has been small, being confined at present to about one dozen monthly magazines. The list includes *Harper's*, *Scribner's*, *Century*, *Bookman*, *Review of Reviews*, *Independent*, *Outlook*, *Literary Digest*, *Metropolitan*, *Saturday Evening Post*, *Leslie's*, *World's Work*, *Everybody's* and *McClure's*. These represent the publications that have been found profitable after a trial of practically all the leading magazines. Every advertisement has a keyed reply coupon which is sent in by the inquirer, and results are based upon a definite knowledge of the cost per inquiry. Newspaper advertising has been employed hardly at all. Advertisements were printed in the *New York Times*, *Sun*, *Tribune* and *Brooklyn Eagle*, but chiefly by way of a general announcement that the work was completed and ready for purchasers. It would be presumed that

magazines devoted largely to books and literary matters would offer the best medium to advertise an encyclopedia, but such is not the case. Magazines of popular circulation have brought results at a far lower cost per reply. No women's magazines have been used. Women buy encyclopedias and influence their sale. The woman with children can be induced to buy on their account, and when an agent who is trying to convince a masculine "prospect" hears him refer the question to his wife, he holds his breath. Women who belong to clubs and take an interest in literature are also purchasers. But an encyclopedia touches men more directly than women. The advertising manager for Dodd, Mead & Co. hesitated to say that women were indifferent to encyclopedia advertising, but when asked which sex he would prefer if operations must be confined to one, he promptly said, "The men." Christmas is the best season for selling encyclopedias, the sales averaging ten per cent more than at any other time of the year. Summer is, of course, a dull season.

By far the larger proportion of inquiries are followed up by agents. Advertising serves to introduce the agent and brings greater returns than straight canvassing. One inquiry often leads to securing the names of a half-dozen people who might not answer the advertisements. Inquiries are frequently sent with the stipulation that no canvasser call upon the inquirer, but in that case, while the request is rigidly observed, the inquirer gets only a tenth the information about the encyclopedia that could be given in fifteen minutes by a trained representative. Every agent spends a week at school in Dodd, Mead & Co.'s New York office before going out to take orders, and learns what the work contains and how to present its information to different classes of people. To inquirers in remote places a book of eighty pages is mailed, showing specimens of maps, colored plates, text and illustrations, and indicating the many uses of the International by short essays on leading subjects, such as "Pulpit and Pew,"

(Continued on page 6.)

Little Lessons in Publicity.—New Series.—C.

PAPERS THAT GO HOME

And Stay There.

Experienced advertisers recognize the fact that the newspaper read in the evening around the family circle is the superior advertising medium. The clean afternoon paper is a welcome visitor to the homes, especially in the long evenings of the winter season.

The following high-grade, home, evening newspapers will bring you in touch with people who are influenced by advertising—the home-loving, purchasing classes—of **Washington, Baltimore, Indianapolis, Montreal and Minneapolis.**

THE EVENING STAR is the representative home newspaper of Washington, D. C., visiting every day ninety-two per cent. of the white homes of that city.

THE BALTIMORE NEWS is the representative home newspaper of Baltimore, visiting more homes in that city than any other newspaper, with a circulation exceeding 54,000 daily.

THE INDIANAPOLIS NEWS is the representative home newspaper, not only of Indianapolis, but of the entire State of Indiana. It visits 74,000 Hoosier homes every evening.

THE MONTREAL STAR is the representative home newspaper of the metropolis of Canada. Its circulation exceeds 56,000 daily, and it visits ninety per cent. of the English-speaking families in its city of publication every evening.

THE MINNEAPOLIS JOURNAL is the representative home newspaper of "the great Northwest." It visits 64,000 homes of the purchasing class of Minneapolis and Minnesota every evening.

If you are interested in publicity in any of these five important cities, I shall be glad to furnish full information and estimates.

DAN A. CARROLL,

Special Representative,

Tribune Building
New York

Tribune Building
Chicago

"Health" "The New International as a Legal Adviser," "Lives of Great Men," "The Romance of the Past," "The Boy and the Encyclopedia," "A Talk about Men and their Thoughts," "From Barnyard to Jungle," "The Making of the Earth," "Astronomy and Geology," "Physics and Chemistry," "The Navy and Army in the New International," "The New International in the Open Air," "Art in its Babyhood," etc. This book costs about fifteen cents a copy, and the sales directly traced to it aggregate about twenty per cent of the number of copies sent out.

J. BLACH & SONS,
Clothiers.

BIRMINGHAM, ALA., Oct. 27, 1904.

Editor of PRINTERS' INK:

Five dollars too much for the Little Schoolmaster? Well I don't think so or we wouldn't have paid it. I do think, however, that by reducing the price you will be able to more broadly disseminate the gospel of advertising and thereby help competent advertising men. Yes, and women.

Speaking of women reminds me that there was very little comfort in your rather facetious reply to the serious problem presented by Mrs. Emma L. Grogan, of N. Petersburg, N. Y., in this week's paper.

She is certainly up against a hard proposition.

I don't believe that any school in the world can create ad writers out of people who were not intended for the work, but if Mrs. Grogan has the special talents necessary to success in the ad field she should get to the nearest large city and get a chance to demonstrate that ability.

Suppose you can get her to send you some of her ads for criticism. Or if you do not care to bother or haven't the time I will be glad to utilize some evening to do that service. What she really needs is an honest, disinterested criticism of her work. One that I fear would be hard to get from a school that is taking her money.

Then if she has struck her right vocation, age and beauty don't count. Let us ad men give her a hand. Let PRINTERS' INK raise a fund. Put me down for a dollar to start it. We ought to be able to get up car fare and a little besides. Not charity, but an expression of sympathetic fellowship from the craft who can contribute what they like. PRINTERS' INK reaches a world of advertising men. They'll respond to the call too I'll wager.

This suggestion I respectfully offer. Who has a better plan?

Wishing PRINTERS' INK a circulation as large as they would like it, I am,

Fraternally yours,

CHAS. Z. DANIEL, Adv. Mgr.

THE MINNEAPOLIS "TRIBUNE."

The Northwest's Greatest Newspaper,
MINNEAPOLIS, MINN., Oct. 22, 1904.

Editor of PRINTERS' INK:

A competitive newspaper in Minneapolis, the *Journal*, recently issued an anonymous medical circular misleading many advertisers. The circular was made up of medical advertisements which may have been selected from any one of a hundred newspapers throughout the country. These were grouped cunningly about the editorial heading of the *Minneapolis Tribune*, which would make it appear to the casual observer that it was a page taken from the *Minneapolis Tribune*. The design was, of course, to injure the *Tribune* in the eyes of advertisers.

It seemed prudent, of course, to send the misrepresentation circular out anonymously.

The *Minneapolis Tribune* never resorts to under-handed warfare of this sort, and feels confident that advertisers generally will not approve of such campaigning to obtain their favor.

The *Minneapolis Tribune* relies upon the respectable community of Minneapolis and holds up its 90,000 subscribers as ample proof that this community indorses the paper unqualifiedly.

Believing it does not pay to misrepresent, the *Tribune* has always produced proof. Advertisers knowing such methods as spoken of above are practised by a competitor, will discount the other booklet recently issued by the *Minneapolis Journal* purporting to have "Signed Statements" of merchants.

Very respectfully,

THE MINNEAPOLIS TRIBUNE,
A. W. Peterson, Manager of Advertising
and Assistant General Manager.

THE MILWAUKEE "SENTINEL."

MILWAUKEE, Oct. 5, 1904.

Editor of PRINTERS' INK:

This is the age of co-operation. Marvels are being accomplished by it every day.

The *Sentinel* is up-to-date and thoroughly appreciates the benefits of co-operation.

We have just added to our business staff an experienced salesman whose duty it is to co-operate with advertisers in making their Milwaukee appropriations all the more profitable. He will:

Place goods on sale at leading establishments.

Supply live lists to merchants.

Note the supplies in the hands of dealers wherever possible.

Secure a line on local demand for your goods.

Attend to any little commissions of a confidential nature.

Secure letters of commendation.

Post you on local conditions, etc.

This service is gratis to *Sentinel* advertisers. Write us freely whenever we can do anything for you along these lines.

Yours truly,

SENTINEL COMPANY,
W. A. Mungerford, Adv. Mgr.

POSTAL CARD ADVERTISING.

Office of
"THE PERFORATOR AND FRAUD RE-
PORTER,"

80 East 107th Street,
NEW YORK, Nov. 1, 1904.

Editor of PRINTERS' INK:

I noticed your article in a recent issue of your estimable journal, *PRINTERS' INK*, on "Postal Card Advertising." The article proved of considerable interest to me because I am putting forth an attractive novelty in postal card advertising which has brought about satisfactory results and proved effective wherever used. I take pleasure in inclosing you herewith several specimen cards and you will, I am sure, agree that these are the handsomest and most attractive postal cards ever issued by any government. I believe that this is really a new idea in the way of postal card advertising. These cards should not be confounded with "Souvenir" or "Picture" postal cards, as they are legitimately issued for postal duty by the governments of Ecuador, Honduras, Dominican Republic, Nicaragua and Salvador. These issues having become obsolete were no longer available for postal duty and we secured the entire lot of "remainders."

Wishing the Little Schoolmaster the continued success and prosperity it deserves, I remain,

Yours very truly,
A. HERBST, Publisher.

INFORMATION WANTED.

MARKT & Co. Ltd.,
Import and Export
193 & 194 West Street,
NEW YORK, Oct. 29, 1904.

Editor of PRINTERS' INK:

We received from one of our agents abroad the following letter:

"I would ask you to kindly obtain illustration of and price for an advertising apparatus, that works like a searchlight, that throws its rays out into the universe against the (sky or) clouds, and in the rays of which the advertisement appears. I do not know the construction of that apparatus, but the above are the only hints I am able to give you for your guidance or finding out the manufacturer. Should you not quite understand the above, please put my letter before the people of *PRINTERS' INK*, they can no doubt give you the name of the maker." Yours truly,

MARKT & Co. Ltd.

THE BEST SALES OF THE SEASON.

APPLIED DEVICE COMPANY,
Manufacturers of Imported Mechanical Devices.

SPRINGFIELD, Mass., Nov. 4, 1904.

Editor of PRINTERS' INK:

Through two sample copies of *PRINTERS' INK* which we have received we have made two of the best sales of the season. We therefore feel that we cannot get along without it, and enclose check for one year's subscription.

Yours truly,
APPLIED DEVICE COMPANY,
Harry A. Wright, Pres.

Publishers' Advertising

More publishers' advertising appears in *THE CHICAGO RECORD-HERALD* than in any other newspaper in the entire West. Book reviews are a daily feature.

Quality and Quantity

The daily *RECORD-HERALD* has the largest circulation of any newspaper in the United States selling for more than one cent, whether morning or evening.

Average daily circulation for nine months, 1904.....

146,126

Average Sunday circulation for nine months, 1904 }

198,267

Annual Book Number

The Annual Book Number of *THE RECORD-HERALD* will appear on Saturday, November 26.

THE TORONTO DAILY STAR IS GROWING

October, 1902, - 14,567

October, 1903, - 21,557

OCTOBER, 1904, 32,416

Net Daily Average.

THE STAR is essential to any advertiser who wants to cover the city—it's a city paper—rates and circulation considered, it's the paper of first choice with all general advertisers.

Increase of over 60 per cent in circulation but no advance in rates—at least until the new year. If you are interested, better investigate.

THE STAR, TORONTO, CANADA.

READY-MADE BANK ADS.

For the savings or commercial banker who has not made a study of bank advertising principles, yet wants specimens of good bank advertisements in convenient form, a new volume entitled "Banking Publicity" is recommended. This book was compiled by Francis R. Morison, assistant secretary and treasurer of the Equitable Guarantee and Trust Company, Wilmington, Del., and is published by the Moody Publishing Co., 35 Nassau street, New York City, a firm making a specialty of financial books.

Mr. Morison's suggestions are a trifle tame in comparison with those, say, of Malcolm McDowell, of the Central Trust Company of Illinois, Chicago, published in *PRINTERS' INK*, October 26, 1904. Mr. McDowell gives practice, based on everyday experiences in an aggressive bank, while Mr. Morison's suggestions are confined to generalities, and suited to beginners in bank publicity. Nevertheless, they are comprehensive and practical, and to a bank officer with dormant advertising instinct should furnish a safe starting point.

"Banking Publicity" begins with a number of opinions from well-known bankers as to the need for advertising in securing both savings and commercial deposits. Then follow some general suggestions as to mediums and the various branches of bank advertising. The author advocates daily papers as the most profitable mediums. Special editions of daily papers, local directories, programmes, and schemes generally are to be avoided. Calendars and advertising specialties are advocated for reaching certain classes, as business men, ladies, etc. Lawyers, court officials, real estate and insurance men appreciate a court calendar giving the dates of sessions of State and county courts, as well as United States courts. Trial calendars are also useful to them, and vest pocket memo books giving names of court officials, a legal directory, etc. Lawyers are among

the best clients that a commercial bank has, influencing a great deal of business besides their own. Blotters are a good accessory, and street car advertising is recommended. The author says nothing about outdoor advertising. Many banks have secured very good results with painted bulletins, which are naturally more dignified and permanent than posted paper.

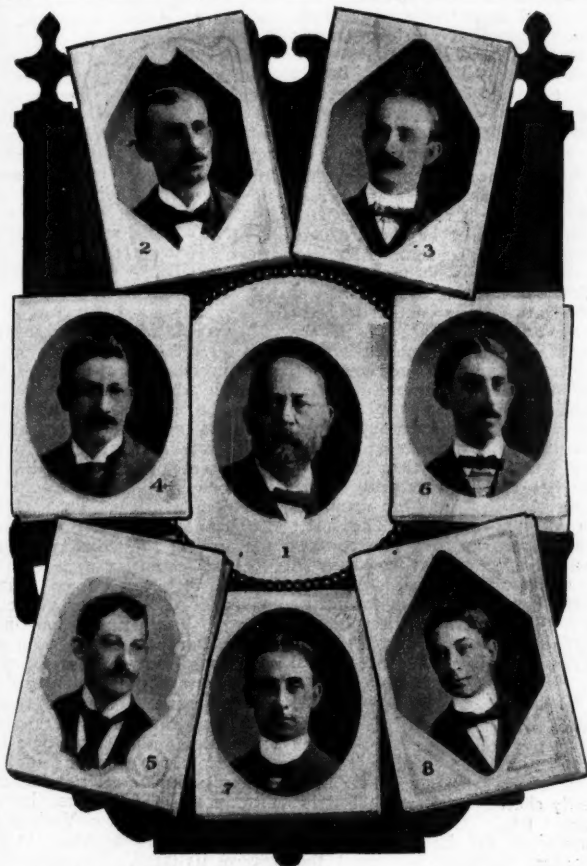
A most useful section of the book is that devoted to form letters and follow-up systems, in which Mr. Morison has been a specialist for several years, devising systems for banks and trust companies in many parts of the country. It is his belief that personal letters sent to the right classes of people, always typewritten, signed by an officer of the bank and mailed as a bona fide letter, play an important part in securing commercial deposits. Mail lists should be made up with discrimination from membership rosters of clubs, societies, secret organizations and women's clubs, and from Dun's and Bradstreet's registers, telephone and city directories, lists of attorneys and business men, stockholders in corporations, etc. Newspapers furnish many desirable names in the real estate transfers, announcements of business changes, news regarding persons who are going abroad or removing to summer homes, and the like. Each of these should be addressed with a letter calling attention to foreign exchange, safe deposit for valuables, interest on money awaiting investment or whatever the bank has to offer. In most cases two or three letters are better than one.

The final section of the book is given up to specimen ads, divided into three classes—those for commercial banks, savings banks and safe deposit business. These ads are all dignified, and are also noteworthy for brevity and clean-cut typography. The volume as a whole contains nothing strikingly new, but a large mass of established practice in bank advertising has been sifted and put into permanent shape.

THE PROMINENT EIGHT.

PRINTERS' INK reproduces here half-tone photos of Col. H. W. Kastor and his seven sons, who compose the firm of H. W. Kastor & Sons Advertising Co. with offices

the head of eight departments, thoroughly organized to handle advertising campaigns of every nature, and their intelligence, knowledge and indefatigable energy has given them a place in the elite class, a term applied to advertising agen-



1. H. W. KASTOR

4. E. H. KASTOR

7. W. B. KASTOR

2. B. H. KASTOR

5. F. W. KASTOR

3. LOUIS KASTOR

6. R. H. KASTOR

8. A. G. KASTOR

in St. Louis and Kansas City. The success of this firm is thought by many to come from the fact that "In unity there is strength," but the real reason for their success is that they are eight specialists at

cies that are doing "more than a million dollar business annually."

A FOLDER from *Grit*, Williamsport, Pa., shows a specimen of the art supplements given readers of that paper and tells of their value to advertisers.

ADVERTISING ABROAD.

The Department of Commerce and Labor reports that our volume of exports of manufactures is continually increasing, and is now at a height never reached before, though the relative volume of agricultural exports is decreasing. This immediately suggests the "American invasion," and superficial readers will probably jump to the conclusion that we have won this increase through active promotion abroad.

* * *

But the American manufacturer is not a real invader in foreign markets. He is rather in the position of one who has been caught with the goods on him. American manufacturers who maintain admirable advertising systems here at home are usually content to leave their advertising abroad in the hands of foreign agents. They do not invade foreign countries, but the foreign buyer discovers them and their products. That is, the enterprising foreign buyer does. Ten thousand other foreign buyers who have not more than the average degree of enterprise never know that the American manufacturer is in business. The latter would be alarmed if a Yankee competitor stole even the slightest corner of a sparsely popularized Western State from him through superior advertising, yet he neglects to advertise in countries abroad where purchasing power is concentrated.

* * *

Some weeks ago three municipal chiefs of the city of Hamburg, Germany, came to the United States to answer an advertisement. That advertisement was of a most costly character. It was the Baltimore fire. German municipal authorities are interested in fireproofing methods, but until this disaster they had never put much faith in claims made for American fire-resisting materials and devices. They have had the natural European tendency to discount our claims—a heritage from our wooden nutmeg days that will have to be advertised out of existence when we begin to build up foreign trade in earnest. The Baltimore

fire, however, furnished so severe a test of our fireproof structures that the Germans were interested. The Hamburg officials came to this country and spent four weeks on a tour of inspection. Many of our devices surprised them, and they said that German fireproofing was only in its infancy compared with American methods. They had come after information because the American manufacturers of fireproof devices have never taken the trouble to advertise their products in Europe. When they go home they will apply this information, and some of our manufacturers may receive orders and contracts. When the goods are shipped and make a figure in our exports of manufactures the new trade will doubtless be ascribed to the "American invasion."

* * *

A very little intelligent aggression often goes a long way abroad. Real invasions of the foreign field through advertising are not numerous, but a few American manufacturers are advertising abroad with excellent results. In the world sense, for example, there is only one kind of whiskey. That is Scotch whiskey. The distillers of Great Britain have promoted this product for so many years in so many countries that it is not known that any other country makes good whiskey. No other country does, except the United States. Only one American distiller has had the enterprise to compete with the Scotch spirit in foreign markets, but the results, after less than five years active exploitation, show that there is a wide foreign demand for the American liquor after it has been introduced. This house has already built in New York a big export bonded warehouse to take care of its trade. The methods of advertising are simply those it employs at home, applied to the foreign field. Agents are located in every large country, but the advertising is done from New York. American whiskey suggests the characteristic American cocktail. The latter is known abroad by reputation, and many English and European bars serve weird combi-

nations as "cocktails." This American house exports a bottled cocktail, complete even to the spray of lemon peel. To hundreds of thousands of well-to-do people throughout the different countries of the world are sent booklets containing the history and lore of the cocktail, with personal letters inviting the recipient to call on the local agent and try a free sample. This has paved the way to trials of American whiskey, with the result that a profitable export business has been built up in the face of Scotch rivalry and the tradition about Scotch liquor.

* * *

Our present foreign trade is not the result of enterprise abroad, but simply a testimonial to the excellence of many things we make. The foreign buyer wants them badly enough to come after them. He does the American manufacturer's advertising gratis, and the latter takes credit to himself for enterprise that he has never shown. The whole idea of foreign trade is still new in this country. The talk about it and the energy behind it deal with generalities. Export advertising, too, is general in its nature. The American manufacturer takes space in export publications going to the whole world, telling the same story in the same way to Englishman, Frenchman, Russian and South American. As a beginning this advertising is excellent. But eventually it will have to be reinforced with specific advertising to each, in his own periodicals, or by literature and letters, sent to his own door, adapted to his needs and ways of thinking. There is hardly the beginning of this sort of invasion as yet. American machinery is known abroad, and its reputation increases daily. But it was not the American manufacturer who made it known. Foreigners have come to our country, taken tours of inspection and personally ferreted out the facts.

* * *

Back in the seventies a young man came to New York and looked around for a business opening. In a month or so he went into the making of men's shirts because

that business had no seasons. He knew very little about shirts, except that they were white, and that men wore them. His lack of prejudice on the subject led him to evolve a shirt that fit better than any others, and which he could sell at a lower price. He took his first samples to the largest dry goods house in the city. The buyer asked him to leave them, coldly, disinterestedly. It was a matter of form, and he never meant to buy from the new manufacturer—perhaps never to look at his samples. The young man refused to let go of his samples. "I want to show them to you," he said; "these are new shirts, altogether different from anything you've seen, and if I don't explain their good points you'll miss them." Within a month he was selling his whole output to that house, and in a year a larger factory was started and put under his supervision.

* * *

The American manufacturer who leaves all his foreign advertising to foreign agents, virtually leaves his goods to work out their own salvation. Only the points of merit that cannot be escaped will count. Foreign agents handle competitive lines in many cases, and leave each to take its chances, proceeding on a wholly impartial basis so far as influencing the consumer is concerned. So long as foreign trade is regarded as overflow business, our manufacturers will probably leave exports to take their chances, or rely on the foreign buyer coming, like Columbus, to discover them in their native jungles. When the newness has worn off the export idea, however, more direct methods of advertising abroad will be developed. If the houses that lead here at home do not adopt better methods abroad, new houses will secure the foreign trade by advertising—giving the foreign buyer information as persistently and forcefully as it is given by publicity in this country. American goods have gone far abroad on their own merits. When American individuality is added to those merits, and American methods of advertising, they will go a hundred times as far.

OUR GERMAN RIVALS.

The peculiarities of the advertiser in the Fatherland are perhaps as numerous as the hairs on a boar's back. Some of the ideas put to practice to obtain public recognition have the flavor of an inherited sense of extreme conservatism. No better proof of this is obtainable than the ads of several of the older established manufacturing firms that seem to depend largely upon their past reputation and the capacity of their plants to off-set the more progressive arguments of Americans and other foreign competitors. In a few important cases the American invasion on the Rhine in recent years has awakened Teuton advertisers to the advisability of relegating their honeycombed methods to the archives of antiquity. "A mark for a pfennig" is good business doctrine, but economy in advertising will often reverse this colloquialism. Not to take enough space in a reputable trade paper to give proper display to a many-worded advertisement, is undoubtedly as poor a policy as to use an antiquated illustration, or an endless variety of type, surrounded by a fantastic border that does not harmonize with the make-up. It is gratifying to see, however, that the more prominent manufacturing firms in Germany are gradually instituting reform in this direction.

In using "inserts" advertisers show better taste, and not infrequently a two or four-page insert is beautifully illustrated, carefully printed, sometimes in two or more colors, and on the whole is a good example of the ad-artist's work. These inserts usually serve as abridged catalogues, and besides appearing in the higher class of trade journals, are used to circulate likely customers. Occasionally an enterprising manufacturer will incorporate in his insert-ad the words "made on the American system," believing this will facilitate competition with Uncle Sam in European markets. Among the larger manufacturers having faith in the "insert" as a vehicle of pub-

licity are R. Wolf, builder of locomotives of Madeburg-Buckau; G. Rüdberg, Jr., cameras, marine glasses, etc., of Hanover and Vienna; Schubert & Salzer, general machinery, of Chemnitz; W. Kuhlmann, valves, of Offenbach; Leopold Ziegler, Macbeth's patent stop-valves, of Berlin; Oscar Krieger, railway supplies, of Dresden; H. & E. Kruskopf, preserving timbers, of Dortmund; Lunke & Kind, railway castings, of Witten; W. F. L. Beth, valves and filters, of Lübeck; and Friederich Goetze, metal packing, etc., of Burscheid in Cöln. Most of these firms use a four-page folder, some being of tissue, and a few of calendar finished paper of nearly legal-cap size.

While the advocates of "inserts" are busily engaged in canvassing their regular trades, there is no relaxation on the part of the advertisers who believe in using the classified pages of the technical press. The tendency of this latter class is to increase their space, lessen the descriptive matter, and give prominence to their name and specialties. Not so very long ago a firm contracting for a full page would not hesitate to load it up with words and "veteran cuts." Now one seldom sees an "ad" of a manufacturer with an international reputation overburdened with description. In fact, several of the leading exporters use sectional drawings of their machines to elucidate the condensed description. Where a cut is not employed bold-face type, sometimes italic, focuses attention to the unique excellence of a patented specialty. Singularly enough there is little difference shown in the taste of advertisers, whether they take a page, two pages, or smaller card. At rare intervals only is the make-up of an "ad" changed, but reformation in this direction is gradually coming, if one may judge from the views of certain large advertisers.

As many Americans are catering to European trade in competition with Germany, it is interesting to supplement the list of manufactur-

ers already given. All of the firms mentioned herewith are big advertisers in the German press, and a number of them have an enviable reputation on the Continent. These are the Berlin-Anhaltische Maschinenbau Actien-Gesellschaft, of Berlin, which claims to be the oldest and largest manufacturer of transmission machinery in Europe; Poetter & Co., Dortmund, claiming to be the greatest consulting civil engineers on the Continent; Gutehoffnungshutte, manufacturer of pumps, etc., of Oberhausen; Schuchtermann & Kremer, Dortmund; Frölich & Klüpfel Maschinenfabrik, Barmen; Weise & Monski, pumps, Halle; Baum Maschinenfabrik, Herne, Westphalia; A. Bosig, mining and electrical machinery, Berlin; Klein, Schanzlin & Becker, pumps, Frankenthal; Garrett Smith & Co., locomotives, Magdeburg-Buckau; Ludwig Stuckenholtz, cranes, Wetter; Haniel & Lueg, gas engines, etc., Düsseldorf; Union Aktien-Gesellschaft, machinery and supplies, Dortmund; Balcke & Co., engines, Bochum; Rombacher Huttenwerke, Rombach, Lothringen; Phoenix Aktien-Gesellschaft, Laar; Arthur Koppel (a large advertiser in America), industrial railways; Fried Krupp Grusonwerk, Magdeburg-Buckau; Mannheimer Maschinenfabrik (Mohr & Federhoff), Mannheim, Breuer, Schumacher & Co., metal working machinery, Kalk bei Cöln; Benrather Maschinenfabrik, Düsseldorf; Peipers & Co., Siegen, Westphalia; Balcke, Telling & Co., Beurath in Düsseldorf; Dürener Metallwerke Aktien-Gesellschaft, Düren, Rheinland; A. Wilke & Co., steam engine and boiler works, Braunschweig; Gelsenkirchener Gusstahl und Eisenwerke, Munscheid & Co., Gelsenkirchen; Ascheislebener Maschinenbau Aktien-Gesellschaft (W. Schmidt & Co.), Aschersleben; Sulzer Brothers, centrifugal pumps, Winterthur and Ludwigshafen; Hohenzollern Maschinenfabrik, Düsseldorf; Hoesch Iron and Steel Works, Dortmund; Ehrhardt & Sehmer, pumps; Edward Laeis & Co., grinding mills,

etc., Trier; Mayer & Schmidt, Offenbach; C. Herrn. Findeisen, cranes, Chemnitz; Theodor Wiede's Maschinenfabrik, Chemnitz; Bolzani Bros., cranes, Berlin; Orenstein & Koppel, locomotives, etc., Berlin; Wilisch & Co., brick manufacturers, Hamburg; C. Otto Gehrckens, Walrus, leather for belting, etc., Hamburg Allgemeine Elektrizitäts Gesellschaft, Berlin; Lohmann & Stolterfoht, transmission machinery, Witten; and Alfred Nobel & Co., dynamite, Hamburg.

Among the American firms advertising in the German press are the Morgan Construction Co., Worcester, Mass., Brown Hoisting Machinery Co., Cleveland, and the Ingersoll-Sergeant Co., which has a Berlin branch.

USE THE "PENNY-SAVER."

PHILADELPHIA, PA., Oct. 29, 1904.

Editor of PRINTERS' INK:

I am advertising manager, having charge of the advertising of several establishments. As a subscriber of PRINTERS' INK, through one of the houses, I take the usual liberty of a subscriber of asking a question.

One of my houses push their sales by writing letters to farmers, asking them to call on the local dealers to buy goods.

The question I wish to know is this. If they should send a circular, in a penny-saver, one-cent envelope, to double the quantity of farmers, would it be more effective than the two-cent circular, to the smaller number of farmers?

I have no doubt but that this question has come to you dozens of times. If you could give me some light, on the experience of others, I would appreciate it very much.

Yours very truly,

A. E. PHARO.

In this particular case the penny-saver may be used. A farmer's mail isn't very large as a rule, and he and his family are apt to read all they receive.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

THE KARPEN FURNITURE ADVERTISING.

The magazines carry a quantity of furniture advertising based on direct sales to readers. Only one firm, however, uses them to promote trade for the retail furniture dealer—S. Karpen & Bros., of Chicago, whose trademark has been made widely known the past three years by advertising in an exceptionally small list of monthly magazines. The results from this advertising have been marked. The firm recently opened an office in New York, solely to take care of inquiries. Julius Karpen, who has the Karpen publicity in charge, talked with a PRINTERS' INK reporter about methods and results.

"We began in 1901 with ads in the *Ladies' Home Journal*, which has been our standby ever since. Before that time our heaviest work had been done to interest the dealer—as it is, in fact, to-day. Karpen furniture is high-grade, and our talks to the consumer have been designed to accomplish two things. First, foremost and all the time, to show a piece of our leather-covered furniture and impress upon the reader the word 'Karpen.' Second, to talk quality and demonstrate it from the technical side, so that readers can see for themselves why our furniture costs more. Our magazine ads lead up to an illustrated catalogue for the consumer. This book, costing eight cents to mail, shows 160 designs and gives prices by which the reader can tell the approximate cost of each piece at his local dealers. We do not undertake to set prices for the retailer. Prices in the consumer's catalogue are subject to a discount determined by the dealer. The catalogue contains the complete story of a hide, telling how it is tanned by the slow process, and why Karpen leather wears and holds its finish. Cheap leather furniture is covered with 'split' leather. After a hide has been tanned it is cut into two or more layers. In the top layer alone is visible the natural grain of the leather produced by the fibers of the skin terminating in separate masses on the surface.

This top layer takes a high finish, and will wear and hold color and finish for years in hard service. It is worth more than double the price of the second and third layers, or 'splits.' The 'split' leather is finished with an artificial grain, however, and so cleverly counterfeits the surface leather that none but an expert can tell them apart. Frequently a microscopic examination is necessary to detect 'splits' on a piece of new furniture. In actual service the difference soon becomes evident, for the 'splits' are weak in fiber, and soon go to pieces.

"Every piece of Karpen leather furniture is covered with the top layer of superfine hides, and our trademark is back of our product. This technical story is clearly told in our catalogue, and with each copy sent out goes a sample of Karpen leather. We have also had considerable success in selling, to magazine readers, pieces of leather large enough to cover a chair, a sample eighteen inches square being mailed for seventy-five cents. We sell nothing else direct. The Karpen advertising is based on absolute protection to the retailer. Inquiries from a dealer's territory as to when our goods can be bought are referred to him. We find that with the exception of a few very large stores throughout the country the furniture dealer has a keen appreciation of our work on his behalf. He supplements our advertising with newspaper advertising in his own locality, often giving whole pages to Karpen goods. We furnish electrotypes for this advertising, of course. The few large stores that do not take kindly to our advertising are those that have their own factories, and sell under their own trademarks. Even they carry some Karpen goods, however. In certain instances Karpen furniture is sold without the trademark, being left off by request. But for each case where this is done there are hundreds where dealers would not accept goods without our trademarks.

"The furniture retailer appreciates quality. When you consider the conditions under which he does

business you can readily see why. The grocer sells things that are eaten in a week at most. That's the end of them. But the furniture dealer who sells even a cheap kitchen chair has got to figure on doing business in the town with it until it is worn out. Defective goods always come back to him—he simply can't get away from them. Therefore, the 25,000 dealers in the United States have learned to sell dependable stuff. Quality interests them. It is possible to make three leather-covered chairs that will look exactly alike, even to the dealer, yet there will be a difference of from ten to thirty per cent between them in wearing quality. This is an age of clever counterfeits. When a furniture dealer has once been led to buy a lot of stuff that looked all right, but came back in less than six months a dead loss, you may be sure he knows the value of quality. The Karpen advertising and literature show the consumer why quality goods are worth all they cost. The consumer needs no education in quality when he comes to the dealer. The technical story of Karpen leather is told in our catalogue much more thoroughly and forcefully than the dealer could tell it himself. That's why he likes our advertising on his own behalf, and takes advantage of it.

"The Karpen campaign is confined to six magazines—*Ladies' Home Journal*, *Saturday Evening Post*, *Munsey's*, *McClure's*, *Harp-er's* and *Leslie's Monthly*. Half page spaces are used, and the ads are printed every month throughout the year. Since we began with the *Ladies' Home Journal* the campaign has grown gradually, a magazine being added from time to time. We have always added—never reduced the list. The ads are keyed, not by numbered addresses, but by showing in each magazine a different piece of furniture. This plan enables us to keep accurate statistics of results. As I said before, the ad centers on a picture and the word 'Karpen,' with cuts of our two trademarks—one for leather and the other for upholstered furniture. The best

half-tones that money can buy are used. They are made from photographs. The value of this advertising depends altogether on active work among the dealers. We have used trade journals to reach the retailer, but find that the best results are attained by direct solicitation through salesmen. Our New York office was opened to take care of inquiries, and I have been somewhat surprised to learn how well our goods are known here in the East by the public at large. In the past week we have had calls from perhaps a dozen people who were under the impression that Karpen furniture could be purchased direct from us.

"Our factories in Chicago are acknowledged to be the largest in the world devoted to upholstered furniture—our specialty. It may surprise you to know that Chicago makes about six times as much furniture as Grand Rapids, which is popularly known as the furniture center of the United States. 25,000 and 30,000 people are employed in the Chicago furniture factories, while the factories at Grand Rapids probably employ between 6,000 and 7,000. New York City is also a large furniture center, producing goods that fully equal in money value the output of Chicago. This output represents perhaps one-tenth as many pieces, however, as they are nearly all of the most costly character."

A BOOKLET on inventions, cheaply printed but convincing as to text, comes from the Southern Patent Development Agency, Chattanooga, Tenn.

UNSOLICITED TESTIMONIAL.



DEAR SIR—ONE APPLICATION HAS CONVINCED ME THAT IT IS ALL THAT YOU CLAIM.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 percent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.
Birmingham, Ledger. *dy.* Average for 1903, 16,670. *sat & mos.* '04, 19,852. E. Katz, S. A., N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,088. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Little Rock, Arkansas Methodist. Anderson & Millar, pub. Actual average 1903, 10,000.

Fort Smith, Times, daily. In 1902 no issue less than 1,000. Actual average for August, September, October, 1903, 8,109.

Little Rock, Baptist Advance, *wy.* Av. 1903, 4,556. Nine months ending Oct. 37, 1904, 5,111.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,100, *1st 9 mos.* '04, 6,299. E. Katz, S. A., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1903, 82,842.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Francisco, Call, *d'y and S'y.* J. D. Spreckels. Actual daily average for year ending Sept., 1904, 62,106; Sunday, 86,780.

San Jose, Pacific Tree and Vine, *mo.* W. G. Rohmann. Actual average, 1903, 6,185. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 88,798. Average for August, 1904, 45,064. Gain, 8,716.

★ **GUARANTEE** ★
The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 12,571; Sunday, 11,292.

New Haven, Goldsmith and Silvernith, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827. *first 9 mos.* 1904, 16,008. E. Katz, Special Agent, N. Y.

New London, Day, *ev'g.* Aver. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 8,188 (*).

Norwich, Bulletin, morning. Average for 1903, 4,988; *first six months* 1904, 5,178.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Cote & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 84,088 (©).

National Tribune, weekly. Average for 1903 104,599. *First six mos.* 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, *d'y.* Av. 1903, 2,598. *1st 6 mos.* '04, 8,881. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, *dy.* Av. 1903, 38,928. Sept. 1904, 44,808. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 20,125. Average first six months 1904, 28,666.

IDAHO.

Boise, Capital News, *d'y and wy.* Capital News Pub. Co., pub. Aver. 1903, daily 2,761, weekly 5,475. *First 6 mos.* 1904, *dy.* 5,916, *wy.* 5,866.

ILLINOIS.

Aurora, News. Twelve months ending Sept. 1904, daily average 5,614.

Calre, Bulletin. Daily and Sunday average 1904 to Sept. 30, 1,874; month of Sept., 2,168.

Calre, Citizen. Daily average 1903, 818; weekly, 1,110. *First eight months* 1904, daily, 1,205; weekly, 1,125. August, 1904, daily 1,281.

Champaign, News. First four months 1904, no day's issue of less than 2,600.

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. *Guaranteed circulation 50,000 copies, reaching over one-fourth of the American medical profession.*

Chicago, Bakers' Helper, monthly. H. R. Cissold. *Average for 1903, 4,175 (C).*

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. *Actual average for 1903 67,880, 39 weeks ending Sept., 28, 1904, 68,157.*

Chicago, Dental Digest, mo. D. H. Crouse, pub. *Actual average for 1903, 7,000.*

Chicago, Farmers' Voice. *Actual weekly average year ending September, 1904, 22,502 (S).*

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. *Av. for 1903, 4,854 (C).*

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1903, 11,666.*

Chicago, Journal Amer. Med. Assoc. W. av. 1903, 28,615. *July, Aug., Sept., 1904, 63,381.*

Chicago, Musical Leader & Concert-Goer, w. *Aver. year ending January 4, 12,548.*

Chicago, National Harness Review, mo. Av. for 1903, 5,391. *First 6 mos. 1903, 6,350.*

Chicago, Record-Herald. *Average for 1903, daily 154,318. Sunday 191,817.*

Chicago, Retailer's Journal, monthly. *Present circulation 16,750.*

COPY OF AFFIDAVIT.

I, R. G. Galusho, manager of the Western Newspaper Union, Chicago, Ill., do hereby certify that we have printed for the RETAILERS' JOURNAL during the months of June, July, August, September, October and November, 1904, an average of 16,750 copies per issue.

R. G. GALUSHO.

Sworn to and subscribed before me (SEAL) this November 3d, 1904.

F. G. BROWN, Notary Public.

Kewanee, Star-Courier. *Av. for 1903, daily 8,986, w. 1,414. Daily 1st 6 mos. '04, 8,296.*

La Salle, Ray-Fromien, Polish, weekly. *Average 1903, 1,305.*

Peoria, Star, evenings and Sunday morning. *Actual sworn average for 1903, 22,197.*

Rockford, Republic, daily. *Actual average for 1903, 6,540. La Crosse & Mazewell, N. Y.*

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. *Act. av. '02, 11,818 (S).* *Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.*

Evansville, Journal-News. *Av. 1903, d'y 12,852, 1st 6 mos. '04, 14,160. E. Katz, S. A., N. Y.*

Goshen, Cooking Club, monthly. *Average for 1903, 26,874. A persistent medium, as housewives keep every issue for daily reference.*

Indianapolis, News, dy. *Aver. net sales in 1903, 69,885, August, 1904, 78,841.*

Indianapolis, Star. *Av. net sales for Sept. (all returns and unsold copies deducted), 86,874 (S).*

Marion, Leader, daily. W. B. Westlake, pub. *Actual aver. for 6 mos. end. June 30, '04, 5,741.*

Muncie, Star. *Average net sales for Sept. (all returns and unsold copies deducted) 27,364.*

Notre Dame, The Ave Maria, Catholic weekly magazine. *Actual average for 1903, 24,082.*

Richmond, Sun-Telegram. *Sworn av. 1903, dy. 8,811. For Feb., 1904, 78,841.*

South Bend, Tribune. *Sworn daily average 1903, 5,718. Sworn average for Sept., 6,688.*

Terre Haute, Star. *Av. net sales for Sept. (all returns and unsold copies deducted), 21,500 (S).*

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. *Average for 1903, dy., 1,951; w., 3,872.*

IOWA.

Burlington, Gazette, dy. Thos. Stivers, pub. *Average for 1903, 5,864, June, 1904, 6,227.*

Clinton, Advertiser. *Actual daily average for 1903, 10,280.*

Davenport, Times. *Daily aver. 1903, 8,955, s. w. 1,660. Daily over, Oct., 1904, 9,620. Cir. guar. more than double of any Davenport daily.*

Decorah, Decorah-Posten (Norwegian). *Sworn av. cir'n, 1903, 29,681. March, 1904, 40,856.*

Des Moines, Capital, daily. Lafayette Young publisher. *Actual average for 1903, 21,898. Average for first six months 1904, 25,804.*

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. *Actual average for 1903, 45,876. B. D. Butler, N. Y. and Chicago.*

Des Moines, Wallace's Farmer, w. Est. 1879. *Actual average for 1903, 25,769.*

Muscatine, Journal. *Daily av. 1903 4,549, semi-weekly 2,708. First four months 5,167.*

Ottumwa, Courier. *Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.*

Sioux City, Journal. *Dy. av. for 1903 (sworn) 19,492, daily av. for first nine months of 1904, 21,272. Records always open. More readers in its field than of all other daily papers combined.*

KANSAS.

Hutchinson, News. *Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.*

Topeka, Western School Journal, education monthly. *Average for 1903, 8,125.*

KENTUCKY.

Harrodsburg, Democrat. *Best weekly in best section Ky. Av. 1903, 5,532; growing fast.*

Lexington, Leader. *Av. '03, 5,328, Sy. 4,092, 1st q'r '04, dy. 8,928, Sy. 5,448. E. Katz, agt.*

Louisville, Evening Post, dy. Evening Post Co., pub. *Actual average for 1903, 26,964.*

Paducah, News-Democrat. *Daily net av. 1903, 2,904. Year end. June 30, '04, net paid cir. 2,927.*

LOUISIANA.

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. *Av. '03, 4,730.*

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. *Actual average for 1903, 1,269,995.*

Bangor, Commercial. *Average for 1903, daily 8,215, weekly 29,006.*

Dover, Piscataquis Observer. *Actual weekly average 1903, 1,904.*

Lewiston, Evening Journal, daily. *Aver. for 1903, 6,914 (C), weekly 15,452 (C).*

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. *Average for 1903, 8,041.*

Portland, Evening Express. *Average for 1903, daily 11,740. Sunday Telegram 8,090.*

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. *Average 1903, 44,582. For October, 1904, 59,805.*

MASSACHUSETTS.

Boston, Evening Transcript (C)(412). *Boston's ten table paper. Largest amount of week-day adv.*

Boston, Globe. *Average for 1903, daily, 195,554, Sunday, 297,224.*

Advertisements go in morning and afternoon editions for one price.

Boston, Traveler. Est. 1824. *Actual daily av. 1903, 73,552. In 1903, 74,668. For the first six months of 1904, daily average, 28,810.*

Reps.: Smith & Thompson, N. Y. and Chicago

East Northfield, Record of Christian Work, mo. B. I. *Aver. for year end q Dec. 31, 1903, 20,250.*

Use it if you want a strictly home circulation—that sticks. Page rate \$25.00 flat, pro rata.

Gloucester, Cape Ann News. *Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.*

North Adams, Transcript, even. *Daily net av. 1903, 5,267. Daily av. printed Oct., 1904, 6,105.*

Boston, Post, dy. Average for 1903, 178,808.
Av. for October, 1904, dy. 219,721, Sy. 179,263.
Largest daily circulation in New England. Second largest Sunday circulation in New England.

The Boston Post

Has the Largest Daily Circulation in New England.

AND THE

Second Largest Sunday Circulation in New England.

The actual number of complete copies of the Boston Daily Post and the Boston Sunday Post printed each issue for the month of October, 1904, was as herewith stated:

OCT., 1904.	DAILY.	SUNDAY.
1.....	221,840	
2.....		179,110
3.....	222,700	
4.....	221,600	
5.....	220,000	
6.....	219,600	
7.....	220,440	
8.....	218,770	
9.....		179,330
10.....	219,000	
11.....	219,000	
12.....	218,530	
13.....	217,730	
14.....	217,410	
15.....	218,630	
16.....		180,000
17.....	217,900	
18.....	220,500	
19.....	216,100	
20.....	216,810	
21.....	218,130	
22.....	218,520	
23.....		178,850
24.....	228,000	
25.....	219,900	
26.....	218,340	
27.....	218,600	
28.....	218,400	
29.....	218,960	
30.....		179,025
31.....	217,000	
Total, The Daily Post, 30 days.....	5,712,760	
Total, The Sunday Post, 4 days.....		896,215

Daily Average, - 219,721
Sunday Average, 179,263

The above statement is correct, to the best of my knowledge and belief.

E. A. GROZIER, Publisher Boston Post.

Nov. 2, 1904.

Springfield, Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (©). Average Jan., 5,130. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. *Av. for 1903, 8,912. Aver. 1st. 4 mos. of 1904, 4,100.*

Flint, Michigan Daily Journal, Aver. year-end-June 30, '04, 6,067 (4). *Av. for June, 6,886 (4).*

Grand Rapids, Evening Press, dy. Average 1903, 37,499. 44,399 aver. daily to Sept. 1, 1904.

Grand Rapids, Furniture Record (©). Only national paper in its field.

Grand Rapids, Herald. Average daily issue for 1903, 22,524. First six months 1904, 26,187. Only morning and the only Sunday paper here.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649. *Av. Oct., 1904, 6,768.*

Kalamazoo, Gazette, daily, six mos. to Sept. 1st, 10,144. Guarantees 4,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,229.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,831. June, 9,520, a-c. 9,281.

Saginaw, Courier-Herald, daily, Sunday. Average 1903, 8,238; September, 1904, 10,888.

Saginaw, Evening News, daily. Average for 1903, 11,815. October, 1904, daily, 14,586.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1903, 68,686.*

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 73,854. First six months 1904, 79,500.

Minneapolis, Journal, daily. Journal Printing Co. Average for 1903, 57,059. First 10 months 1904, 68,923.

Minneapolis, Svenska Amerikaner Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 265,250.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,852; last quarter of 1903, was 77,139; Sunday, 68,924. Sunday average for first nine months of 1904 was 68,555. The daily average for the first nine months of year was 86,482. Daily average for October, 90,002.

Only Minneapolis daily listed in *Russell's American Newspaper Directory* that regularly publishes its circulation over a considerable period down to date in *ROLL of HONOR*, and publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-wk. *Av. for 1903, 1,596. Owatonna's leading newspaper. Present circulation, 2,100.*

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, wy. *Av. for 1903, 10,500.*

St. Paul, Dispatch, dy. *Aver. 1903, 58,044.* Present average 57,624. **ST. PAUL'S LEADING NEWSPAPER.** Wy. *aver. 1903, 78,026.*

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 81,541.

St. Paul, News, daily. Actual average for 1903, 85,816. B. D. Butler, N. Y. and Chicago.

St. Paul, Pioneer-Press. Daily average for 1903 84,398, Sunday 80,988.

St. Paul, The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, wy. 28,414. Sonntagsblatt 28,402.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,120.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510, Oct., 1904, 12,507. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and wy. Average for 1903, daily 80,263, weekly 185,725.

Kansas City, World, daily. Actual average for 1903, 61,223. B. D. Butler, N. Y. & Chicago.

Springfield, Sunny South, monthly. Actual average for 1903, 2,855.

St. Joseph, News and Press. Daily aver. for 1903, 50,418. Last 3 mos. 1903, 55,765.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. *Av. for 1903, 27,950.*

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 5,080 (©). Eastern office, 50 Maiden Lane.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis. The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,611,935. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte. American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte. Inter-Mountain, evening. *Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.*

NEBRASKA.

Lincoln. Daily Star. Actual average for 1903, 11,165, September, 1904, 15,795.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,808.

Lincoln. Freie Presse, weekly. Actual average for year ending June, 1904, 152,088.

Lincoln. Nebraska Farm Journal. Monthly average year ending August, 1904, 14,400 (3¢).

Omaha. Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

Omaha. News, daily. Actual average for 1903, 41,824. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua. Telegraph, even., daily and weekly. Actual daily average 8 months 1904, 2,800 sworn.

NEW JERSEY.

Camden. Daily Courier. Est. 1876. Net average circulation for 3 mos. end. Aug. 31, 1904, 8,259.

Camden. Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,839.

Clayton. Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken. Observer, daily. Actual average 1903, 18,097; Sept., 1903, 22,751.

Jersey City. Evening Journal. Average for 1903, 19,012. First six months 1904, 21,024.

Newark. Evening News. Evening News Pub. Co. Av. for 1903, daily 58,896. Sunday 16,291.

Newmarket. Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Red Bank. Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961.

Washington. Star, w'y. Sworn av. '03, 2,759. Sworn aver. for year ending Sept. 1, '04, 5,904.

NEW YORK.

Albany. Journal, evening. Journal Co. Daily average for September, 21,656.

Albany. Times-Union, every evening. Establ. 1858. Average for first three months 1904, 29,626.

Batavia. News, evening. Average 1903, 6,437. Six months, 1904, 6,810.

Binghamton. Evening Herald, daily. Herald Co. Average for first three months 1904, 15,310.

Buffalo. Courier, morn.; Enquirer, even. W. J. Connors. Aver. for 1903, morning 50,882, evening 28,082; Sunday average 68,586.

Buffalo. Evening News. Daily average 1903, 79,408. First 3 months 1904, 85,949.

Catskill. Recorder, weekly. Harry Hall, editor. 1903 av., 8,408. Av. August, 1904, 8,659.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1903, 2,348. Only Dem. paper in county.

Lyons. Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2,521.

Mount Vernon. Daily Argus. Average 1903, 2,989. Westchester County's leading paper.

Newburgh. News, daily. Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

New York City.

American Machinist. w'y, machine construc. (Also European edition.) Average 1903, 20,475.

Army & Navy Journal. Est. 1883. Weekly aver. for 1903, 9,226 (©). Present circulation (May 7) 9,415. W. C. & P. P. Church, Pubs.

Automobile (The), weekly. Flatiron Building. Average circulation 1903, 10,022.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1903, 29,208 copies.

Clipper, weekly (Theatrical). Frank Kunz Pub. Co., Ltd. Aver. for 1903, 26,913 (©) (689).

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,566.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (©).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©).

Forward, daily. Forward Association. Average for 1903, 48,241.

Four-Track News, monthly. Actual av. paid for six months ending September, 1904, 98,884. October edition guaranteed 100,000.

Haberdasher, mo., est. 1821. Actual average for 1903, 7,166. Binders' affidavit to Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (©).

D. T. MALLETT, Pub., 258 Broadway.

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 36,540.

Lealie's Weekly. Actual aver. year end. Aug., 1904, 69,077 (3¢). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 229,112.

Present average circulation 257,600. November number guaranteed 300,000.

Music Trade Review, music trade and art weekly. Average for 1903, 5,528.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.

New Thought, monthly. 27 E. 32d St. New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking.

Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 percent from published rates. Average for 1903, 194,977.

Printers' Ink, weekly. A Journal for advertisers, \$5.00 per year. Est. 1888. Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,808.

The Ladies' World, mo., household. Average net paid circulation, 1903, 420,155.

The People's Home Journal, 515,250 monthly, Good Literature, 454,588 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average for 1903, 11,987.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 257,192. Sunday, 388,650.

Toilettes, fashion, monthly. Max Jagerhuber publisher. Actual average for 1903, 61,800.

Westchester. Case and Comment, mo. Loe. Av. for 1903, 30,000; 4 years' average, 50,152.

Schenectady. Gazette, daily. A. N. Lecky. Average for 1903, 9,097. Actual average for 1903, 11,638.

Syracuse. Evening Herald, daily. Herald Co., pub. Aver. 1903, daily 22,107, Sunday 22,496.

Utica. National Electrical Contractor, mo. Average for 1903, 2,708.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,604.

Warren. Western New Yorker, weekly. Average for 1903, 2,902. In county of 22,000 with no daily.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,682; Sunday, 6,791; semi-weekly, 3,900. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 3,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,972. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Crosse & Maxwell N.Y. Rep.

Grand Forks, Normandy, weekly. Av. for 1903, 5,451. Guar. 6,700 after November 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y. 523 Temple Court. Av. Sept., 1904, 9,643.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. Oct., 1904, 55,025 daily; Sunday, 70,718.

Dayton Daily News

Guaranteed Circulation

For six months ending August 31, 1904, was 19,014 copies per issue. Certified by Advertisers Bureau of Circulation Examiners.

Larger circulation than other three Dayton dailies combined. Write it in the contract.

Mansfield, Daily News. Act. aver. year end. June 30, '04, 4,280 (*). First 6 mos. '04, 4,833 (*).

Springfield, Press-Republic. Aver. 1903, 9,288. April, '04, 10,155. N. Y. office, 523 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. Dy av. '03, 11,009. La Crosse & Maxwell, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,514.

Zanesville, Times-Recorder. Sworn av. Sept., 1904, 9,575 (*). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 28,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,516; Oct., '04, 8,802. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.). Sworn circ'n six months ending June 30, 21,148.

Portland, Oregon Daily Journal. Actual average for first ten months 1904, 14,760. Actual average October, 16,016.

PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1903, 8,187. N. Y. office, 290 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 3,085.

Erie, Times, daily. Average for 1903, 11,208. October, 1904, 14,819. E. Katz, Sp. Ag., N. Y.

Philadelphia, American Medicine, wy. Av. for 1902, 19,327. Av. March, 1903, 16,827.

Philadelphia, German Daily Gazette. Aver. circulation first six mos. 1904, daily 48,942, Sunday 57,262. Sworn statement. Cir. books open.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for October, 1904, 112,149.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual average year ending August, 1904, 11,741.

The Philadelphia

BULLETIN'S

Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of October, 1904:

1	183,436	17	187,178
2	Sunday	18	187,181
3	185,737	19	187,036
4	184,871	20	188,404
5	185,928	21	188,201
6	183,387	22	194,651
7	182,628	23	Sunday
8	180,714	24	191,400
9	Sunday	25	192,283
10	185,601	26	192,344
11	185,535	27	190,115
12	183,179	28	193,391
13	185,179	29	201,917
14	185,028	30	Sunday
15	185,936	31	186,727
16	Sunday		

Total for 26 days, 4,876,029 copies.

NET AVERAGE FOR OCTOBER,

187,539 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, Nov. 7, 1904.

In Philadelphia Nearly Every-body Reads THE BULLETIN.

The Evening

Telegraph

READ EVERYWHERE IN PHILADELPHIA.

October Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of September, 1904:

1	135,621	17	140,133
2	Sunday	18	140,348
3	132,188	19	138,723
4	130,899	20	141,863
5	134,527	21	141,587
6	143,060	22	143,651
7	141,974	23	Sunday
8	142,415	24	142,004
9	Sunday	25	140,345
10	140,783	26	140,301
11	140,187	27	140,026
12	141,312	28	140,759
13	140,599	29	153,367
14	139,364	30	Sunday
15	141,560	31	137,739
16	Sunday		

Total for 26 days.....3,645,440

NET AVERAGE FOR OCTOBER

140,209 copies per day

BARCLAY H. WARBURTON, President.

Philadelphia, Nov. 1, 1904.

Pittsburg, Labor World, wy. Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

Williamsport, Grit, America's Greatest Weekly. Net paid average 1903, 181,568. Smith & Thompson, Reprs., New York and Chicago.

Philadelphia, Farm Journal, monthly. Wither Atkinson Company, publishers. Average for 1903, 544,676. Printers' Ink awarded the seventh sugar Bowl to Farm Journal with this inscription:



Recorded June 25th, 1903, by "Printers' Ink," The Little "Schoolmaster" in the Art of "Advertising" to the Farm Journal. After canvassing of merits extending over a "period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as a educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."



In Pittsburgh, Pa., the Post is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the Post's latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

Pottsville, Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 10,485 (©). Sunday, 19,392 (©). Evening Bulletin 26,886 average 1903. Providence Journal Co. pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for third 3 months 1904, 8,974.

Columbia, State, daily. State Co., publishers. Actual aver. for 1903, daily, 6,508 (©), semi-weekly 2,915; Sunday, 7,705. Actual average for September, 1904, daily 8,649, Sunday 9,902.

TENNESSEE.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,261.

Memphis, Commercial Appeal, daily. Sunday, weekly. Average 1903, daily 28,989, Sunday 88,000, weekly 72,321 (1904). Actual average for September, 1904, daily 45,898, weekly 88,109.

Memphis, Morning News. Actual daily average for 1903, 7,594. For six months ending June, 1904, 21,889.

Nashville, Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and Southwestern School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton, Denton Co. Record and Chronicle, wy. W. C. Edwards. Average for 1903, 2,689.

El Paso, Herald, dy. av. 1903, 5,265; April, 1904, 4,284. Merchants' canvass showed Herald to be per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,327.

VERMONT.

Burr, Times, daily. F. E. Langley. Aver. 1903, 2,710. Five months 1904, 3,062.

Burlington, Free Press. Daily av. '03, 5,566, 8-9 mos. to Sept. 15, 6,854. At present 6,900. Examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn at Aug., 1904, 6,161.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 5,098; for 1903, 7,482; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 1903 months 1904, daily 26,348. Sunday 48,679. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 6 mos. 1904, dy., 14,872; Sy., 18,294; wy., 9,501. S. E. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor. pub. Average for 1903, 2,501 (1904).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average year end. June, 1904, 5,885 (©). Aver. June, 1904, 6,671.

La Crosse, Leader-Press evening. Actual average 1903, 5,509. Average June, 1904, 6,108.

Milwaukee, Evening Wisconsin, d'y. F. W. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; September, 1904, 26,540 (©).

Milwaukee, Germania-Abendpost, dy. Av. for year end'y Feb., '04, 28,876; av. Feb., '04, 24,368.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 36,570.

Oshkosh, Northwestern, daily. Average for 1903, 6,428. First six months 1904, 7,228.

Racine, Journal, daily. Printing Cto. Average for 1903, 8,702.

Racine, Wisconsin Agriculturist, weekly. Established 1877. Aver. for 1903, 33,181. First 14 months 1904, 36,754. Advertising, \$2.50 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1903, 2,709.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,888; September, 1904, 7,920.

Victoria, Colonist, daily. Colonel P. & P. Co. Average for 1903, 8,695; June, 1904, 4,808.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 13,908. Daily, October, 1904, 26,327.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for September, 1904, 6,806.

NOVA SCOTIA, CAN.

Halifax, Herald (©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade. Monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average first nine months 1904, 20,260. Average October, 32,416.

Toronto, The News (Independent), evening daily. Aver. first nine months, 1904, 82,187 (©). Average for September, 85,084 (©).

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515.

Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 80,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for 1903, dy. 55,127, wy. 122,269 (1145). Six mos. end. May 31, '05, dy. av. 55,147, wy. 122,157.

THE WANT-AD MEDIUMS.

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average nine months ending Sept. 30, '94, 8,784 copies. The largest guaranteed circulation of any Arkansas daily newspaper.

The GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate 20c.

CALIFORNIA.

THE Times prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. 8 word daily average for year 1903, 35,556 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, Nov. 6, 1904, contained 3,523 want ads, a total of 86 3-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population, working people and skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (©©) carries DOUBLE the number of Want Ads of any other paper in Washington and more than all of the other papers combined.
MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

THE Augusta CHRONICLE is the Want advertising medium for the western half of South Carolina and the eastern half of Georgia.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,536 individual advertisements. Of these 350,524 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the STAR carried more than two full pages of Want Ads.

THE Indianapolis News during the first six months of 1904 printed 66,240 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,317 separate paid Want ads during that time.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis STAR.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, 51 per line. It is published six evenings a week, Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 55c.

MAINE.

THE Bangor DAILY NEWS, of Bangor, Me., best Want adv. medium; 4 lines 10c. per issue.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—50 words 5 days, 25c. Copy mailed free.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE Boston GLOBE, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the Boston GLOBE printed 213,556 paid "wants," which was 8,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation 10,500; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 57,624.

FIGURES that prove that The Minneapolis JOURNAL carries the most "Want Ads" of any daily newspaper in the Northwest:

	Minneapolis Journal	Nearest Daily Competitor.
For year 1903,	2,980 cols.	1,900 cols.
10 months 1904,	2,978	1,840

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 88,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads, price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States. 11 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpariel line.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEBRASKA.

THE Lincoln Daily Star, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW YORK.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

THE Watertown Daily Times publishes Want ads for all Northern New York.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; $\frac{1}{2}$ c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 30 words or less 3 consecutive times or less, 25c.; one cent each additional word.

OREGON.

THE Portland, Oregon DAILY JOURNAL, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

PHILADELPHIA, **THE EVENING BULLETIN**—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN**'s circulation, which during the month of August averaged 155,017 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

WHEN IN DOUBT FOLLOW THE WANTS.

German Daily Gazette

PHILADELPHIA.

Sworn daily circulation **48,942**

THE GAZETTE is a recognized German Want ad medium, carrying over seven columns daily.

General advertisers should always include this paper in their Philadelphia appropriation. Our customers never leave us.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cent a line.

THE Chester, Pa., Times carries from two to five times more classified ads than any other paper.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,318. Publishes more Want ads than any four Okla. competitors.

TENNESSEE.

MEMPHIS MORNING NEWS—most popular paper in the Memphis territory. Circulation exceeding 23,000. Carries 14 columns classified advertising Sunday issue. Rate, 5 cents per line.

VERMONT.

THE Burlington Daily News is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS-LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$7,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WASHINGTON.

THE Tacoma Ledger, Daily and Sunday, carries more Want ads than all the other newspapers in Tacoma combined.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 50c.; weekly, 5c. line. Big results from little talk.

THE MILWAUKEE SENTINEL not only leads its field in both display and classified, but carried more than one-half of all the classified carried by the five Milwaukee evening and morning papers combined.

Daily, 7c. per line; Sunday, 10c. per line; lower on contracts. **SENTINEL COMPANY**, Milwaukee, Wis.

CANADA.

THE Halifax Herald (N.S.) and the **Mail—Nova Scotia**'s recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 30,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto Daily Star is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, October, '04, 32,416.

THE Montreal Daily Star carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAM**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg Free Press carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria Colonist covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

n Newspaper Directory

OR 1905

to undergo the annual revision. An article in PRINTERS' INK for
 ictories is a summary of the comparative value and standing of
 will read the article carefully you may find the conclusions just as
 might also have a tendency to convince a publisher in which of all
 y represented, either with a correct figure circulation rating, or with a
 forthwith interesting and valuable facts about his paper as he believes
 the attention of those advertisers who consult the Directory for infor-

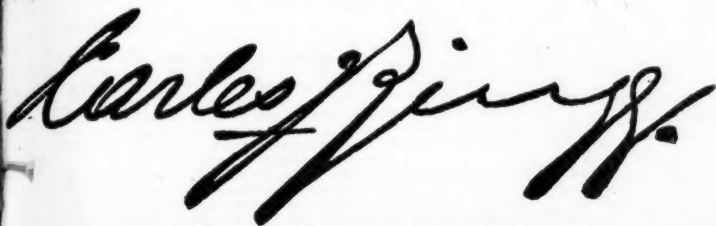
and has been of late, conducted absolutely independent and separate
 a Newspaper Directory and nothing else. Newspapers buying it or
 expectation of advertising favors to come to them in consideration of
 cash out, and whatever advertisements will appear are accepted on a

al more exclusively with this proposition.

ope and belief that a newspaper directory conducted upon its merits
 ay gain the undivided good-will and support of honest publishers. It
 of publishers that I was prompted to address this communication to

'S AMERICAN NEWSPAPER DIRECTORY, I feel the necessity of getting
 hile the strictness of Mr. Rowell's principles and the time-honored
 e the desirability of having the publishers' support and co-operation.
 t my suggestion, I would be glad to hear from you, and whatever you
 ive my careful attention, to say the least.

respectfully yours,



Manager The Printers' Ink Publishing Co.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, EC

NEW YORK, NOV. 16, 1904.

A PLEASING LETTER.

"THE NORFOLK DISPATCH."

James M. Thomson, Editor and Mgr.
NORFOLK, VA., Oct. 28, 1904.

Editor of PRINTERS' INK:

I appreciate very much the complimentary notice that you made in your Bankers' Edition of *Dispatch* bank advertising. I also appreciate as a newspaper publisher the splendid work that you are doing in the interest of enlarging the advertising field, and believe that in this you should receive the co-operation of every newspaper in the country, as we are the chief beneficiaries of your work.

I should like to reciprocate what you have done for us by having PRINTERS' INK in Norfolk and shall be pleased in addition to publishing the complimentary notices that we make from time to time of your publication, to reproduce the double page advertisement which you are running on the subscription price of PRINTERS' INK, offering that paper for \$2 cash per year. If you send us a plate of the ad, we shall gladly publish it for you several times. I should take a considerable interest in having you check subscription returns on this, and you will be able to tell exactly what results the *Dispatch* can give in Norfolk to a high-grade trade publication like yours.

Several people to whom I have spoken about your offer have informed me that they were going to subscribe to PRINTERS' INK for the coming year. Send us along, if you please, ten copies of PRINTERS' INK of October 26 for distribution among our local bankers, rendering bill for same. Yours truly,

JAMES M. THOMSON,
Mgr. the Norfolk Dispatch.

SOUTHERN CHIVALRY.

Allan Nicholson, Ed. and Pub.

UNION, S. C., Oct. 28, 1904.

Editor of PRINTERS' INK:

On looking over my copy of PRINTERS' INK of Oct. 26th, just received this morning, I find on page nineteen a letter signed "Emma L. Grogan," which you have headed "Not Much Chance for Emma."

As the letter appears to be one of sincere inquiry from one who, to quote her own words, is "past forty years of age" and "must earn a little money in some way, as I must provide for myself and little daughter," the putting of such a caption as "Not Much Chance for Emma" and not giving any answer to her questions, appears to me to be discourteous in the extreme, and surely must have been the work of some "Smart Alec" and not that of the editor of a dignified trade journal. At least, that is how it strikes a Southerner, one who has been reared to treat a woman with respect, no matter what her station in life, and especially if she has reached mature years.

I write you thus to draw your attention to the matter, believing that you will wish to set yourself right in it, or at any rate that the writer of the letter referred to, who says she is "a constant reader of PRINTERS' INK," may know that there are men who would not have treated her inquiry so slightly or disrespectfully.

Yours very truly,

ALLAN NICHOLSON.

If Mr. Allan Nicholson knew that the Little Schoolmaster wrote Mrs. Grogan a personal letter, and gave her such information as could be given he might not have worked himself into a passion, nor would he have attained the prominence of having his correspondence appear in PRINTERS' INK.

ADVICE TO ALL YOUNG MEN.

JAMES ATKINSON,

The Caxton Printing Works,

6 King Street, Ulverston.

LANCASHIRE, ENG., Oct. 27, 1904.

Editor of PRINTERS' INK:

Is the Subscription Price of PRINTERS' INK Too High?

In answer to your inquiry. The Little Schoolmaster has been of the greatest help in teaching me what advertising really is. On turning over the pages of any one of my twenty bound volumes it acts as a tonic when things seem to have all gone wrong, and one appears down on one's "luck."

My advice to all young men who are interested in advertising is: subscribe to PRINTERS' INK. And I, personally, should not like to miss a single copy, even if the subscription rates were considerably higher.

Wishing you every continued success is the best wish of

Yours faithfully,

JAMES ATKINSON.

"ELECTRICAL REVIEW."

13-21 Park Row.
NEW YORK, Nov. 7, 1904.

Editor of PRINTERS' INK:

I am advised that the advertising representatives of the *Electrical World and Engineer*, a competitive electrical weekly, are telling advertisers that it has gotten your printed endorsement "largest weekly circulation" in the department devoted to "Gold Mark Papers."

According to the facts as you see them, is this statement accurate?

It is an easy matter for one to confuse an advertiser by showing this statement under the "Gold Mark Papers" list, without offering an explanation as to the publication's inability to reach the "Roll of Honor" list, in which appears the *Electrical Review*.

As a result of an elaborate personal call campaign carried on for three years, the *Electrical Review* has accomplished a rating in the American Newspaper Directory as having a circulation of nearly 3,000 copies a week greater than that of any other electrical weekly. This is a reversal of the ratings which obtained prior to this subscription campaign.

In addition to this rating, the *Electrical Review* has been given the "Gold Mark."

Because of these facts, as we understand it, the *Electrical Review* is the only electrical weekly eligible to both departments. Yours truly,

STEPHEN H. GODDARD,
Secretary and Manager.

The *Electrical World and Engineer*, a weekly paper published in New York City, is a Gold Mark Paper, and its publishers assert, in their own advertisement in PRINTERS' INK, "the largest weekly circulation." Rowell's American Newspaper Directory for 1904 rates this paper "G," meaning exceeding 4,000 copies. The *Electrical Review*, also published in New York City, and also a Gold Mark Paper, makes a detailed circulation statement to the Directory, while the other paper does not. The *Review* is credited with an actual weekly average of 6,885 copies for 1903.

A GOOD SUGGESTION.

BROWNSVILLE, PA., Nov. 7, 1904.

Editor of PRINTERS' INK:

Your proposition to club makers, printed in PRINTERS' INK attracts my attention. I am in the ministry but for years I worked with the newspaper crowd and did considerable advertising work—soliciting. I have felt that I might run down to Pittsburg and pick up fifty or one hundred subscribers on the proposition you make—if the town has not been worked to death. I could not go down until after Thanksgiving. Am busy in a meeting. Write me all about it.

Respectfully,

T. M. HURST.

THE MEMPHIS "TIMES."

Times Building.

MEMPHIS, TENN., Oct. 28, 1904.

Editor of PRINTERS' INK:

I note in your edition under date of the 26th instant that you publish a communication from C. L. Stone, General Passenger Agent, of the L. and N. Railway Company, which reads as follows:

"When you re-issue the American Newspaper Directory for 1905, I would suggest that you omit the *Times*, published at Memphis, Tenn. This is a fraudulent publication, and Mr. H. J. Boswell, who claims to publish such a paper, as well as the *Tribune-Courier*, has caused the railroad companies a great deal of trouble in his attempts to secure transportation on account of both of the above publications. Both publications have been thoroughly investigated by us and we cannot find that either of them exists. Yours truly, C. L. Stone, G. P. A."

Referring to this, I beg to advise that Mr. Stone knew when he wrote you thusly that he was stating a tissue of falsehood, absolutely void of the first fundamental principles of truth, and the *Times* has this day conferred with its attorneys who within the next forty-eight hours will file heavy suit for damages against the Louisville & Nashville Railroad Company.

You are not the ONLY directory publishers that this man has written too. Lord & Thomas, of Chicago, Ill., is another, and we shall undoubtedly give them the hottest fight they have ever experienced. You have given space to the insertion of Stone's letter, and we humbly request the same, and if you'll not do so, unless paid for, advise amount by wire and we will telegraph full amount to you. The *Tribune-Courier* is not published now and has not for some time, nor has anyone attempted to procure transportation upon the *Tribune-Courier* since its being succeeded by the *Memphis Times*. The *Tribune-Courier* succeeded the *Memphis Tribune* and the *Memphis Times* succeeded the *Tribune-Courier*. Stone knows full well that these papers were published as regularly as clock-work itself. The whole gist of the entire matter is the bitter fight made against the L. & N. R. R. some time ago—at the time officials of that line were charged with conspiracy in the murder of William Goebel, then Governor of the State of Kentucky.

I am at this moment preparing a statement signed by a large number of people who pay three dollars per year for the *Memphis Times*, and who stand ready to swear that they receive it every week that rolls around.

Very truly yours,

THE MEMPHIS TIMES,
Harry J. Boswell, Bus. Mgr.

MAPS showing the circulation lines of the *American Agriculturist* (New York) *Orange Judd Farmer* (Chicago) and *New England Homestead* (Springfield, Mass.), show that these three well-known papers have paid subscribers in every Northern State from New England to the Dakotas, Nebraska and Kansas.

THE CLEVELAND PRESS.

CLEVELAND, OHIO, Oct. 28, 1904.

Editor of PRINTERS' INK:

I notice in your issue of Oct. 19th a statement to the effect that the Philadelphia *Record* columns are said to be the longest of any paper in the United States, measuring 246 agate lines. I desire to call your attention to the discrepancy in this statement, inasmuch as the columns of the *Cleveland Press* measure 309 agate lines, or sixty-three lines longer than those of the *Record*.

I might say in this connection, too, that during the first nine months of this year, the *Cleveland Press* (no Sunday issue) published for Cleveland merchants 39,281 inches of display advertising in excess of the volume carried by the combined daily and Sunday issues of Cleveland's next largest newspaper—and 98,581 inches in excess of the combined daily and Sunday issues of the second largest newspaper.

The *Cleveland Press* receives a greater revenue from classified advertising than the combined daily and Sunday issues of any other newspaper in the State of Ohio. Our increase in September, this year, over 1903 was 2,132 separate classified advertisements.

Yours truly,

"THE CLEVELAND PRESS,"

C. H. Fentress, Adv. Mgr.

Mr. Fentress should insert the last paragraph of his letter in the Little Schoolmasters' department the WANT-AD MEDIUMS, where, with frequent change of copy, the advertisers of America would be constantly reminded that the *Press* is a want-ad medium of the first order.

STRAIGHT TALK.

"O ARAUTO"

(Herald)

Established 1888.

The largest in size and circulation among the 100,000 Portuguese in the United States.

OAKLAND, CAL., Oct. 25, 1904.

Editor of PRINTERS' INK:

"Is PRINTERS' INK dear at \$5 a year."

"Yes."

"Why?"

"Because anything that is good, anything that is very necessary for everyday life, should be within reasonable price."

To charge \$5 for PRINTERS' INK, good as it is, is the same as to charge 25c. for a loaf of bread, good as it is.

PRINTERS' INK at \$2 will increase to 50,000 circulation in one year, or you are not a good editor.

Advertise PRINTERS' INK to get subscribers. Do as you preach. Tell people you reduced it from \$5 to \$2 (less than 1/2 the price) and I will see the 50,000 circulation very soon.

Were my paper in the English language, I would tell my readers to subscribe for such a valuable paper.

J. DE MENEZES,

Editor and Proprietor.

A PRIORITY CLAIM.

NEW YORK, Nov. 7, 1904.

Editor of PRINTERS' INK:

I want to refer you to page seven in the September twenty-first issue of PRINTERS' INK in the second column, wherein you say the Sphinx Club was founded July 1896 with sixteen members, and was the first organization of advertising men ever formed, because it is not correct.

The Agate Club was started in the year 1894, in the month of August or September, and I remember that at least twelve members were present at the first meeting.

The idea of such a club suggested itself first to me, and I talked it over with Mr. Bloom, who was then the representative in Chicago for *Youth's Companion*, and Mr. Frank White, who is now the head of *White's Class Advertising*, at least a year before the organization was formed locally, and it was then the intention to organize; but Mr. White, planning for a change in his relations from special representative of agricultural papers to an agency of his own, made him ineligible so the matter was deferred for about a year, when, after a sufficient canvass, the first meeting was called with the attendance I have mentioned.

I hope, therefore, in the interest of accuracy that you will hereafter not speak of the Sphinx Club as the "first organization of advertising men," but accord that honored position to the Agate Club and which was the instigation for the organization of the clubs which later came into existence.

I think you can verify the accuracy of this statement by addressing the secretary of the Agate Club, or its President—Mr. E. W. Hazen, the Curtis Publishing Company, Home Insurance Building, Chicago.


Incidentally, in looking through copies of PRINTERS' INK to see whether you made any mention during the months of August or September of the organization of the Agate Club—as far as I went up to the issue of October twenty-fourth—I have not been able to locate any notice of the Agate Club in PRINTERS' INK, and it is likely that nothing would be said about the first meeting, which was in the nature of a quiet meeting, to find out what could be done in the way of a Club; (it had its meetings thereafter every month, the only intermissions being during the few summer months) there is where the value of an index would come in. I find in Volume XI—September twenty-sixth—on page 464, at the bottom of the first column, a symposium entitled "The Advertising Value with a Smile," and I wonder whether that had anything to do with the phrase, "The smile that won't come off" used by The American Cereal Company?


Truly yours,


THOS. BALMER.


A NEAT catalogue of the well-known Hylo Incandescent Lamps, made by the Phelps Co., Detroit, shows various styles to fit various locations and sockets. The range is wide, and includes lamps designed especially for window and advertising purposes.


In PRINTERS' INK for November 2, 1904, the following eight paragraphs appeared:


 In Philadelphia the *Bulletin* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Bulletin's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.


 In Pittsburg, Pa., the *Post* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Post's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.


 In Denver, Col., the *Post* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Post's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

 In Los Angeles, Cal., the *Saturday Post* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Saturday Post's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

 In Kansas City the *Star* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Star's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

 In Peoria, Ill., the *Star* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Star's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

 In Minneapolis, Minn., the *Tribune* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Tribune's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

 In Toronto, Ont., the *Mail and Empire* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Mail and Empire's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory.

If you are interested and wish to know all about the Guarantee Star the business manager of Rowell's American Newspaper Directory will be glad to correspond with you.

A Few Things **Well Done**

That's our motto. We have no side issues. Our only business is to make advertising profitable to our clients.

That's the only way we know how to make a profit for ourselves.

HERE'S A SAMPLE OF THE WAY WE DO BUSINESS:

For twelve years we have conducted the advertising of the largest cereal company in the world—The American Cereal Company, manufacturers of Quaker Oats, etc., etc.

Quaker Oats is successful. We are successful. Everybody concerned is happy. All because the advertising is profitable.

Do you suppose that YOUR advertising could be made more profitable? Isn't it more than likely we could help you?

Yours for profitable advertising,

The Paul E. Derrick Advertising Agency

New York London Paris Berlin Cape Town Sydney Buenos Aires



REMEMBER: The Derrick Agency
absolutely controls here and
abroad the Starke Service.
You know what that
means—SUCCESS.



NOT AN INFIDEL.

Editor of PRINTERS' INK:

I find on page seventeen and the back cover of the Sunday Magazine, a supplement to the Philadelphia Press of October 30th, some exceptionally strong appeals to women, written and signed by Mrs. John A. Logan for the Metropolitan Life Insurance Company of New York. They are addressed principally to brides, though perhaps their strongest appeal is to mothers, and are well calculated to enlist the hearty co-operation of women generally in influencing these upon whom they are dependent to take out life insurance. But, in my humble opinion as a close student and experienced writer of advertising, the last paragraph of the back cover ad is needlessly offensive to the class of men who "dare to doubt" and whose money and morals are quite as good as those of the orthodox Christian. This paragraph, which appears below will defeat the purpose of the entire page ad in many families where, as is frequently the case, the wife shares the belief or unbelief of her husband, or, at least, through respect for his sincerity resents unkind and wholly unnecessary allusions to his honest doubts concerning the existence of a higher power.

"This is a serious business. All men who are not infidels should insist upon their families understanding Life Insurance. My only desire is to do good to the women of the nation by showing them the pathway to security against want for themselves and their loved ones." — Mrs. John A. Logan, Information Bureau, Metropolitan Life Insurance Company, New York.

Just why one, even through religious fervor, should go out of one's way to intimate that an infidel cares less about his loved ones than does one who has embraced the faith, and especially to do so in an advertisement, is not quite clear, unless the company who prints the advertisement is itself so utterly lacking in the Christian spirit as to want to withhold its benefits from the unbeliever. Certainly, this is not in line with Bible teachings and it calls Mrs. Logan's sincerity into question when she says: "My only desire is to do good to the women of the nation." JOHN A. KERSHAW.

TEN Baptist papers combined in a list managed by Jno. H. Bentley, 1420 Chestnut street, Philadelphia, are described to mail order advertisers in a neat booklet, "Mail Order Mediums out of the Common." These papers are *Young People*, *Baptist Teacher*, *Baptist Superintendent*, *Good Work*, *Advanced Quarterly*, *Senior Quarterly*, *Junior Quarterly*, *Primary Quarterly* and separate home editions of the last two publications. The booklet is excellent, but does not expressly state the character of these papers or how often each is issued.

The latest book bulletin of Houghton, Mifflin & Co., the Boston publishing house, is, as usual, interesting for its literary chat and portraits of well-known writers.

ON THE RIGHT TRACK.

"RECORD OF CHRISTIAN WORK."
Established 1881.

Advertising Department, 203 Broadway,
NEW YORK CITY, Nov. 3, 1904.

Editor of PRINTERS' INK:

It gives me pleasure to advise you, as a *Record of Christian Work* advertiser, that our November issue was 25,000 copies. What we lack in quantity, as compared with the big magazines, is made up in quality of circulation.

Our policy of known circulation and a flat rate of \$22.40 per page has resulted in an increase of fifty-six pages of advertising in the last five months. This substantial increase causes us to believe we are on the right track, and that it is only a matter of time and hustle when we will be carrying fifty pages or more of advertising each month.

Till our next statement, I am

Yours very truly,

G. TYLER MAIRS,
Advertising Manager.

Advertisements.

Advertisements 30 cents a line. Must be handed in one week in advance. Display type and cuts may be used if desired.

WANTS.

"P. I." \$1.04 YEAR! Yes, if you hurry. W. R. BRADFORD, Schenectady, N. Y.

THE New London (Conn.) MORNING TELEGRAPH wants a linotype machine operator; speed, 40,000; \$22; union man.

EXPERT Photographer wants position with magazine or daily paper. Address "ILLUSTRATOR," care of Printers' Ink.

WANTED—Position as advertising solicitor on daily by an experienced, successful man. FRANK BOLLINGER, Akron, Ohio.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—A position as circulation manager, and also have experience in advertising dept. Address "R. J. S.," care of Printers' Ink.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 308 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopedic of Every day Information for the Non-Printer Advertising Man; get "typewise." 64 pp., 50c. postpaid; ag'ts wanted. A. B. CARNELL, 150 Nassau St., N. Y.

WANTED—Position of Business Manager or Advertising Manager on wide-awake Daily by a business getter of experience. Address "F. W. P.," 589 Jackson Boulevard, Chicago, Ill.

25 to \$15 A DAY. If you are making less we have some valuable information for you. It's worth writing for.

SAFEGUARD CHEMICAL CO.,
36 Ackerman Bldg., Binghamton, N. Y.

NEWSPAPER advg. mgr. (30), practical ad writer, capable solicitor, executive, sure business getter, desires to manage advertising for live publication. Highest newspaper and business refs. "HIGH-GRADE," care P. I.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

PRACTICAL, up-to-date printing office man is open for proposition from printing house where position with executive ability, ideas and thorough knowledge of printing is needed. Have a practical knowledge of Cost Accounting. "A. K. S.," Printers' Ink.

FOR SALE—One three-deck Scott straight line, 24-page press, with color attachment, good as new, four years old, prints even and eight columns. Reason for selling, purchased new for \$2,300. Quadruple press. Address DES MOINES CAPITAL, Des Moines, Iowa.

A n old, reliable firm want an energetic, capable man to solicit advertising in the Central West. Want a man of correct habits, who has had experience and can do things. One with an acquaintance among general advertisers preferred. Give age, whether married or single, former and present business connections, and salary desired. All information confidential. Address "M. G.," care of Printers' Ink.

MR. MANUFACTURER:

Thirty dollars buys 1,000 mail cards, folders or blotters, specially designed and illustrated in three colors to fit your business and "land" customers. The Lewis Follow-up System never fails. If you want 1,000 new accounts, write to us on your letter-head. E. ST. ELMO LEWIS, Inc., Advertising Specialists, 518 Walnut St., Philadelphia.

YOUNG MEN AND WOMEN

Y of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

W e sell your ability without in any way endangering your present connections. Our service is confidential and is planned to aid the man whose success in his present position proves his ability to fill a better one. Why not get in touch with some of the excellent opportunities now open? We have all sorts of high-grade positions—Executive, Clerical, Technical and Salesman—paying from \$1,000 to \$5,000 a year. Ask us for booklets. Offices in 15 cities. **HARGOODS (Inc.)**, Brain Brokers, Suite, 511, 300 Broadway, New York.

W ANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 82 Temple Court, New York.

NEWSPAPER BROKER.

FOR SALE—Daily and weekly in Illinois city 17,000, for \$30,000, pays 30 per cent; half interest in daily in Alabama city for \$10,000, clearing \$135 a week. Write me for paying propositions. **B. J. KINCKTON**, Newspaper Broker, Jackson, Mich.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTG. CO.**, 513 Broadway, Toledo, Ohio.

NEWSPAPER CLIPPINGS.

THE MANHATTAN PRESS CLIPPING BUREAU, 3 West 14th Street, New York, gives the best service. Advertisements and Trade Items a specialty.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PREMIUMS.

R ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. **S. F. MYERS CO.**, 46w, 48-50 2d Maleten Lane, N.Y.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PRICE CARDS.

N EATLY designed price cards, 50 cents per 100, \$3.50 per 1,000; assorted; printed on tinted stock. **THE BLAIR PTG. CO.**, Cincinnati, O.

AD WRITER.

STANDARD public matter. **S. E. LOWENBACH**, 1516 W. Fayette St., Baltimore, Maryland.

INSTRUCTION BY MAIL.

ADVERTISING PARTNER WANTED.

W e are teaching Human Nature successfully by mail all over the world, only two kicks in four years. Every one needs it and could be made to take it, as there is no competition. If you have character, grit, judgment and \$5,000 to draw on, you may come on the ground floor, handle your own money, stay at home, direct the campaign, and double your capital in a year if you are the right man or woman. Success or failure rests entirely with you. Full investigation asked and given.

SCHOOL OF HUMAN NATURE.

Athens, Ga.

SIGNS.

The Sam Hoke Sign Shops, New York. 630 West 53d St. (North River).

Paint-Printed Big Steel Signs.

Paint-Printed Cloth Signs.

Paint-Printed Wood Signs.

"Sphinx" Lithoed Little Tin Signs.

We pay the freight.
Get our Prices.

A gents, with Advertising experience, wanted in New York City.

The Sam Hoke Sign Shops, New York. 630 West 53d St. (North River).

INSURANCE.

R EDUCING INSURANCE rates my specialty. I might be able to save you money. **INSURE** your PARTNER'S LIFE for the firm's benefit. Get my rates. Best companies. **JACOB A. KING**, 43 W. 125th St. and 596 Broadway, New York.

PERIODICAL PUBLICITY.

H ARDWARE DEALERS' MAGAZINE. Circulation 17,000 (CDS). 353 Broadway, New York.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

Roll Paper printed—for mills, stores, druggists, etc. Can be cut or re-wound, as desired. **FINK & SON**, 5th, above Chestnut, Philadelphia.

DESIGNERS AND ILLUSTRATORS.

D ESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KANSLEY STUDIO**, 345 B'way, N. Y.

POSTAGE STAMPS.

I BUY Unused United States and Canadian postage stamps in any quantity. All denominations. Send for rates. **ALFRED A. ISAACS**, 25 Broad St., N. Y.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1.
CLARK & CO., Kenmore, N. Y.

TEN THOUSAND names and addresses; all new. Cover one hundred Post Offices. A. M. KENNEDY, Mart, Texas.

ADDRESSES for Sale—18,000 names New York residents of the better class. Guaranteed correct. KING, 106 William St., N. Y.

FOR SALE—100,000 names of people who have answered our advertisements. A live list, corrected up to date. Typewritten on 3x5 cards, arranged by States. Will sell all or part.
MACKAY-WERNICKE CO., Ltd.,
Formerly The Fred Macey Co., Ltd.,
Grand Rapids, Michigan.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million shine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street,
Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 82 Bowery, N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

ADVERTISING NOVELTIES.

"MYSTIC WALLET"—the advertising novelty. Sample and prices, 30c. "Little Traveler" catalogue, 4c. THE SOLIDAY NOVELTY ADVERTISING WORKS. Knox, Ind.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Pulveroid Novelties and Buttons. Samples free. F. F. PULVER CO., Rochester, N. Y.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

MANUFACTURER of advertising novelties of merit are requested to send samples.
O. C. MACKALIP
Advertising Novelty Broker,
Yoder Law Building, Pittsburg, Pa.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S CURN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

Good Printing at Reasonable Prices

Long runs or short runs, elegant half-tone work, finest of type displays. We don't mind the size of your order. Address PRINTERS' INK PRESS, 45-47 Rose St., New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

WILL A. MOLTON,
National Advertising Distributor,
442 St. Clair St., Cleveland, O.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
Rittenhouse Bldg., Phila.

POSTAL CARDS.

PRICES and samples of post cards. Write STANDARD, 61 Ann Street, N. Y.

RUBBER STAMPS.

ONE line, 3 inches, 10 cents; two lines, 20 cents; five lines or over, 5 cents a line. Send for free Type catalogue. All post paid. Notary or Corporation seals, \$1.75, express paid. E. Y. HOLDER, 149 Washington St., Chicago.

FOUNTAIN PENS.

2 1/2 CENTS each for Fountain Pens. I will send you one gross (144) of the Challenge Fountain Pens, express paid, for \$3.50. Sample, postpaid, 5 cents. E. Y. HOLDER, 149 Washington St., Chicago.

LABELS,

Cork Top and other fancy labels at bottom figures. FINK & SON, Printers, 5th St., above Chestnut, Philadelphia.

MAIL ORDER.

I WANT mail-order whiskey buyers' letters for Maine, Vermont, N. H. and Mass. Send sample and price. J. W. CALHAN, 321 Tremont St., Boston, Mass.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DISCOUNT will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

CEDAR CHESTS.

MOOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.**, Statesville, N. C.

FOR SALE.

FOR SALE—A Democratic newspaper in a good thriving town; circulation, 1,200; a bargain. **MISS NANNIE K. CATLETT**, Princeton, Ky.

FOR SALE TO SETTLE ESTATE—CONSTITUTIONALIST (country weekly) newspaper and job offices. Established 1868. Successfully run by founder to day of his death, Dec. 22nd last, and by heirs since. Actual cash receipts from Jan. 1, 1904, to July 1, 1905, \$2,154.32, and business steadily growing. Equipment away above average country office. Price \$3,000. **G. ALLISON HOLLAND**, Eminence, Ky.

FOR SALE, LIST OF AGENTS—A company changing its method of doing business will sell its list of about 1,500 canvassers located through U. S., mostly South and West. An active, up-to-date list. All have bought goods within the last twelve months. The cream of a list of 4,500. Not a "dead one" in the lot. They earned over \$2,000 last year for the party employing them. List has never been sold before. Is the result of many years of selection. You can get into business instantly with this list. Price \$1.250. Address **P. O. Box 1,588**, Pittsburg, Pa.

MAIL-ORDER NAMES.

400 NAMES of Mail-Order Buyers, nicely printed for 10c.; 900 for 25c.; 1,200 for 35c. All wrote us letters with money this year.
PACIFIC MAIL-ORDER CO.,
120 Sutter St., San Francisco, Cal.

PAPER.

B **BASSETT & SUTPHIN**,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

SUPPLIES.

USE "Reliance" absorbent paper on your mimeograph. **INK** dries quick as a wink; never smuts. Get samples and prices from **FINK & SON**, Printers, 6th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. **BERNARD'S AGENCY**, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine re-temperers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MAN'G CO.**, Clinton, Ia.

PUBLISHING BUSINESS OPPORTUNITIES.

THE opportunity to buy a Trade Journal for less than its gross business for one year does not often occur. I have such a chance now; \$5,000. Property more than pays its way, even with left-handed attention. It has no up-to-date competitor, and should become the recognized headquarters for information representing immense outlets annually. A rare chance for the man who has publishing ability. **EMERSON P. HARRIS**, Broker in Publishing Property, 255 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. **H. R. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C.
Established 1869.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (60). 253 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

OVER 1,100,000 homes, "23 Business Bringers." **THE RELIGIOUS PRESS ASS'N**, Phila., Pa.

THE EVANGEL,
Scranton, Pa.
Thirteenth year; 20c. agate line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

THE TROY (O.) RECORD is the only small town daily in the whole wide world successfully published without a weekly edition, a job department or county or city legal advertising as boosters.

SHOW window instruction! Full course of lessons for the country merchant in **The Cincinnati Trade Review**. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW**, Cincinnati, Ohio.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 35,000 circulation guaranteed, proven; 150,000 readers. Best medium South for mail-order and general advertising. Rate, 20 cents a line for keyed ads. No proof, no pay.

"**H** **E** **T** **H** **A** **T** **O** **O** **T** **E** **T** **H** **N** **O** **T** **H** **I** **S**
O **W** **N** **H** **O** **R** **N** **T** **H** **E** **S** **A** **M** **E**
S **H** **A** **L** **L** **N** **O** **T** **B** **E**
T **O** **O** **T** **E** **D**."

For fear you may not know it unless we tell you, we wish to say that the Zanesville (Ohio) **SIGNAL** is considered a mighty good small-city newspaper. It gets the full afternoon report of the Associated Press, but it devotes its particular attention to the news of Southeastern Ohio. If you will ask for a sample copy of the Zanesville **SIGNAL** you will quickly see why it is the popular paper in Southeastern Ohio. It sells on the merit of its news and feature departments. That sort of a paper has quality in its circulation. We only charge for quantity—quality is thrown in for the benefit of the advertiser. The **SIGNAL** produces splendid results for advertisers.

THE ZANESVILLE SIGNAL,
James R. Alexander, Publisher,
Zanesville, Ohio.

TYPEWRITER RIBBONS.

"Ribbotype" costs a little more than ordinary ribbons, but is worth more. One for 50c.; a coupon book good for five "Ribbotypes" for \$2. Money back without talk if you are not satisfied. **CLARK & ZUGALLA**, 100 Gold St., N. Y.

ILLUSTRATIONS.

SIGNATURE CUTS. Stamp for folder. CAR-
VETH, Artist, 8, 1612 Wabash Ave., Chicago.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK.
We do the electrotyping for some of the
largest advertisers in the country. Write us for
prices. WEBSTER, CRAWFORD & CALDER, 45
Rose St., New York.

NEWSPAPER BARGAINS.

DAVID'S SPECIAL NEWSPAPER BARGAINS
OVER 20 good men should be made happy
and prosperous by (buy) these properties.

\$5,000 CASH down will get control of large
daily paper in Penn. Splendid opportunity for
two men—business man and editor.

\$3,900 hard pan price, with \$2,300 cash down,
buys quite a D. & W. property in Iowa.

\$5,500, WITH cash down \$6,500, buys a Minne-
sota daily with splendid future.

\$5,000 CASH, with a good newspaper man, will
find a good opening on Ohio daily.

\$1,000, WITH about half cash down, buys a
daily in good-sized Tenn. city.

\$2,000 CASH down buys special control for a
large Texas daily. Peculiar but good opening
for a bright man.

\$3,000 CASH, balance easy, buys interest and
bus. management of fine daily and weekly in
Mass., with salary of \$1,200 and dividends. Very
exceptional opening.

\$5,000 cash will buy the right interest and car-
ries bus. management in Mass. daily. Salary
\$3,000 per year. Must be a good man. Fine
opening.

Dailies and weeklies in all parts of U. S. Want
a good opening, get in touch with David.

JUST THINK OF IT—\$1,700, with about \$1,200
cash down, buys a good weekly business in Con-
necticut. A pleasant surprise, and the first man
who visits and investigates will surely buy.

\$2,500, WITH about \$1,700 cash down, buys a
fine weekly property in Ills. If you want a good
thing, investigate.

\$1,000 CASH DOWN, balance \$1,500 on easy
terms, buys quite a weekly in New York State.

\$2,500 CASH DOWN, \$2,000 balance on reason-
able basis, buys a fine county seat bus. in Indiana.

\$2,500 CASH DOWN, \$2,000 balance, buys a fine
weekly property, doing about \$7,000 a year, in
Indiana.

\$1,000 CASH DOWN and \$1,000 on easy terms
buys a good weekly in North Dakota.

\$1,000 CASH DOWN and \$1,000 on easy terms
buys either of two good Wyoming properties.

IF YOU ARE looking for special health and
business—one of the best weeklies in New Mex-
ico, \$3,000, with one-half cash down.

LL HEALTH causes owner to let his \$2,500
Pennsylvania property go for a cash down pay-
ment of \$500 to \$1,000. Speak quick.

Here's a dandy in Nebraska. Shows a bus. for
one year ending Aug., 1904—net profit, cash
\$1,333.99 and \$1,000 in accounts. Price only \$3,350,
with about \$2,000 cash down. Ought to go quick.

A fine proposition in State of Washington,
showing profit of \$1,500 per year. Reasonable
price and terms.

A well-located Rep. weekly in Kansas doing a
good bus.—about \$3,500 on reasonable basis.

Any proposition of merit or value in New Eng-
land States will be found listed with David. I
have several now. They go quick.

The foregoing is a very special short list,
which, in my opinion, are all exceptional good
propositions. I have many other dailies and
weeklies in all parts of U. S. Some extra good
and quite large propositions in Texas just now.

And all propositions in David's hands are open
to close investigation and consideration.

AND David lists only properties that appeal
to him as worthy of ownership.

DAVID ASKS—What do you want?

C. F. DAVID, Winthrop, Mass.,
The Original Broker in Newspaperdom,
34 Years' Practical Experience.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in
the Wallace stencil addressing machine. A
card index system of addressing used by the
largest publishers throughout the country. Send
for circulars. We do addressing at low rates.
WALLACE & CO., 29 Murray St., New York;
1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high
speed addressing machine, run by motor or
foot power. System embodies card index idea.
Prints visibly; perforated card used; errors im-
possible; operation simple. Correspondence so-
licited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chi-
cago, writes advertising—your way—his way.

THE better class of cuts and advertisements
for Banks, for retailers, THE ART LEAGUE
is now at 656 Broadway, New York.

RETAIL ADWRITING is my specialty. Let me
write yours. I can increase your business.
GEORGE I. SERVOS,
2835 Wyoming St., St. Louis, Mo.

DVT. WRITING—nothing more.
Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

BOOKLETS and Folders printed to bring you
business.

Tell us just what you want and you'll get it.
AMERICAN PUB. CO., Makers of Modern Fac-
tory and Commercial Printing, Columbus, O.

Booklets, and printed, \$14.00 for 1,000,
\$50.00 for 5,000. Send for sample.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

HAVE you under consideration any bit of ad-
vertising that would gain from being ad-
vertised with a distinct unusualness? I mean a
"something" to be aimed at a class not "reach-
able" with ordinary "humdrum" things, and
upon whom anything remotely suggesting "hot
air" must not be tried? Are you making any-
thing so extra good of its kind, that the proper
telling of its story becomes a matter of really
vital importance? If some reader of "Printers'
Ink" (as seems probable), is now doing such
"considering" it might pay him to write me.

FRANCIS I. MAULE,
408 Sansom Street,
Philadelphia.

No. 34.

Advertising Agencies.

Advertisements under this head, two lines or more
30 cents a line. Must be handed in one
week in advance. Display type may
be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 2400-2403
Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—
Largest agency west of Chicago; employ 60
people; save advertisers by advising judiciously
newspapers, billboards, walls, cars, distributing

CURTIS-NEWHALL CO., Los Angeles, Califor-
nia. Estab. 1895. Place advertising any
where—magazines, newspapers, trade papers,
outdoor. Effective ads. Marketing plans. PACI-
FIC COAST ADVERTISING, 25c. copy; \$2 year.

DISTRICT OF COLUMBIA.

3¢ FOR 3-line Want Ad in 15 leading dailies.
Send for lists and prices. L. F. DARRELL
ADVERTISING AGENCY Star Bldg., Wash., D. C.

MISSOURI.

**H. W. KASTOR & SONS ADVERTISING COM-
PANY**, Laclede Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. THE
STANLEY DAY AGENCY, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 290 Broadway, N. Y.
Medical Journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad
St., N. Y. Private wires, Boston, Phila., etc.

ALBERT FRANK & CO., 35 Broad Street, N. Y.
General Advertising Agents. Established
1878. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.

**NORTH AMERICAN ADVERTISING CORPO-
RATION**, Woodbridge Building, 100 William
Street, corner of John, New York. A reliable,
"recognized" general advertising agency, con-
trolling first-class accounts. Customers pay a
fixed service charge on the net prices actually
paid by the Agency

OHIO.

CLARENCE F. RUNEY, Runey Bldg., Cincin-
nati, O. Newspaper, Magazine, Out-door
Advertising. Printing, Design, Writings.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY,
(Established 1890),
935 Chestnut Street, Philadelphia.

F. FOLEY & HORNBERGER
Advertising Agents,
1306 Commonwealth Bldg., Phila.
"Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright,
catchy "ad ideas," magazine, news-
paper adv.

TENNESSEE.

GREENWOOD ADVERTISING COMPANY,
Office and Plant, Knoxville, Tenn.
Designers and M'frs of Painted Advertising.
Out-of-door Work Contracted for.
Street Bulletins, Wall, Fence and Cut Outs.
Distributing and Sign Tacking.

CANADA.

CANADIAN advertising promises results which
invite most careful investigation. Write us
for best list of papers to cover the whole field
efficiently. **THE DESBARATS ADVERTISING
AGENCY, Ltd., Montreal.**

THE REALTY SYNDICATE

Capital paid in... \$4,600,000.00
Surplus..... 940,901.86

Issues Six per cent
Investment Certifi-
cates at par.

Office: 14 SANSOME STREET

SAN FRANCISCO, CAL.

Energetic representatives wanted in
every State

THE YELLOW JACKET.

Published twice a month at Moravian Falls,
N. C. Circulation 124,934—Rate 30 cents
per line.

For detailed statement of circulation by
States, sample copy or information, address,

MARK W. MOORE, JR.,
PUBLISHERS' REPRESENTATIVE,
WASHINGTON, D. C.

'Bout "Himself" and "His Work"

The First Edition of "Excerpts from His
Scrap Book" is exhausted; Second Edition
now on the press. If your name arrives in
time, accompanied by **Five Red Stamps**,
copy will be mailed you by

FRANKLYN HOBBS,
Composer and Editor of Advertising Let-
ters, at the "Letter Shop" in the
Caxton Block, Chicago.

AN EXPERT ADVERTISEMENT WRITER AND MANAGER

for 12 years associated with
large department stores, and
at present the advertising
manager of an establishment
doing an annual business of
\$9,000,000, is open for ne-
gotiations with either a large
manufacturing concern or
one of the country's great
department stores. High-
est references. Address

OPPORTUNITY,
Care of PRINTERS' INK.

Continuous Counter Check-Books

Patent for such soon running out, we offer the
American and Canadian
Patent of far improved and better machine for sale.

Apply to **Moriz & Kummer, Berlin C. 25, Germany.**

RIGHT COLOR QUALITY PRICE

The difficulty of matching exactly unusual shades of fine job ink is a vexatious problem at times to the printer. Printers Ink Jonson, 17 Spruce St., New York, has followed this line as a specialty for years. It is a subject full of interest to him and he is equipped to meet every proposition. The harder the problem the better he likes it. He finds that customers are more accurately served, greater economy obtained for them, and neatness and cleanliness secured by shipping the inks in tubes, any size to order. This is done at no additional cost to the purchaser, who obtains the right color and the right quality at the right price.

-Inland Printer.

Send for my new price list, containing useful hints for relieving troubles in the press-room. Address

PRINTERS INK JONSON

17 Spruce St.,

New York.



Is Quality Any Object to You?

Your advertising, whether newspaper, magazine, catalogs, booklets, or other printed things, is bound to cost you about so much, anyway.

The cost of securing the best service to be had in this country adds but a trifling percentage to the total.

Ethridge Quality is not a mere name—it is being recognized by leading American advertisers as the standard of merit.

The Ethridge style of illustrations and copy has the merit of originality, distinctiveness and convincing force.

We infuse this touch of superior quality into everything we produce, and carry it straight through to the printed result.

Consult us about your next advertising campaign, whether it be large or small.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

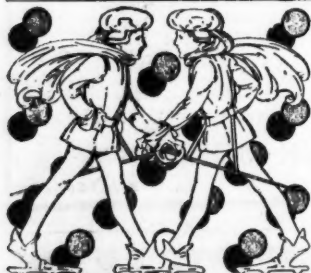
COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The illustration of this Golland Clothing advertisement marked No. 1 has nothing to do with the article advertised or with the text of the advertisement. In fact, the two nondescript and unidentifiable gentlemen who are passing each other at a swift pace have absolutely nothing to do with anything.

An illustration which can, without too much violence, be adapted to the uses of an advertisement is



BETTER BY GOLLAND

Let it be known that J. Golland's Sons have prepared for Spring, Nineteen five, an extremely dignified (you may call it "swagger") line of Gentlemen's Clothing as worn by gentlemen, to retail from \$52.00 down to where good looks half price. This includes Single and Double Breasted Suits, Coats or Top Coats, with a marked Scottish air, and Rabbits that Presley has specially pruned for Golland.

The Golland label in all the garments says: "Custom shop-made," because they are tailored in our own shops by well-paid custom workers, to keep the record clean, Golland's, and yours.



No. 1

often very good, even though it has no direct connection with the article advertised. An illustration which possesses an interest of its own and tells a story of its own may often be adapted to the uses of an advertisement in a way that is both attractive and interesting, but a picture that means absolutely nothing and has no redeeming feature whatever certainly has no place in an advertisement.

It is true that this picture is weird and that it catches the eye, but these features are possessed by any monstrosity and are far from being commendable. A thing that

is unusual to the point of weirdness may catch the eye, but it detracts attention from the advertisement itself.

Supposing, though, that these heavily shod young men are essential to the happiness of this advertiser, No. 2 gives them a better chance to be seen, and the elimination of the checkers, typewriter keys, or whatever may be, is also helpful. The trademark is shown



No. 2

up in a position of prominence which is always a desirable thing to do.

* * *

The drawing of this Carter's Writing Fluid advertisement is a trifle weak, but the idea is a good one, and the advertisement is sure to attract attention. The little story which the advertisement tells is a good one, and likely to stick in the mind. This ad comes under the heading of "publicity" rather than advertising. It would be foolish for makers of a new and unknown ink to use publicity of this kind. For a new ink it would

WEEKLY AD CONTEST.

THIRTY-THIRD WEEK.

In response to the weekly ad contest forty-five advertisements were received in time for report in this issue of PRINTERS' INK. The one deemed best is here reproduced. It is headed "Pleasant Anticipations." It was sent in by William Atkinson of the Caxton

Pleasant Anticipations.

Your friends who received **Personal Greeting Cards** from you last Christmas, which we supplied, will pleasantly anticipate something equally pretty this year. Don't disappoint your friends. Send postcard for our Pattern Books, select the prettiest you can find, and let us have your order, and when once again you send out your cards, they will fill the memory with kindly recollections.

**ATKINSON, stationer,
ULVERSTON.**

Kindly Recollections.

Printing Works, 6 King street, Ulverston, Lancashire, England, and it appeared in the Westmoreland, Eng., *Gazette* of October 28, 1904. A coupon good for a yearly paid-in-advance subscription to PRINTERS' INK was sent to Mr. Atkinson.

Friends
In the
Colonies.

You like to be kindly thought of and enjoy giving pleasure to your distant friends. This being so, you will in the course of a few weeks be sending some personal **Greeting, Christmas and New Year Cards**. You had therefore better see our Pattern Books at once, as they are full of beautiful and artistic designs. A post card brings them. Genuine triumphs of dainty design and delicate coloring.

**ATKINSON, stationer,
ULVERSTON.**

son as provided in this contest, viz.: Any reader may submit an advertisement which he or she notices in any periodical. The name

of the sender, the name and date of the paper in which the ad had insertion must be fully stated. The ad selected as the best submitted during a week will be reproduced in PRINTERS' INK, if possible.

Don't Procrastinate.

There are many three-handed people in the world. They have a right hand, a left hand, and are always a little behind-hand. Please don't be behind hand in choosing your Christmas and New Year Cards, as that may mean putting it with what you can get, and purchasing cards at the last moment that you are dissatisfied with. It is far better, easier, and pleasanter to choose now. Send a postcard for our Pattern Books, and you will realize to what a pack of perfection **Personal Greeting Christmas and New Year Cards** have been brought. When you get the book, quietly, comfortably, and free from hurry and bustle make your choice, and then let us have your order. The cards will arrive postage paid, artistically printed, and neatly packed with envelopes to match. Send postcard for Pattern Books to-day.

Atkinson, Stationer, Ulverston.

and credit will be given to the sender and to the paper in which the ad had insertion. And as a further recognition for the effort made, a coupon good for a paid-in-advance subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Mr. Atkinson has long been a pupil of PRINTERS' INK and he says that it has been the greatest help in teaching him what advertising

Delight
Your Friends

"What a charming card you sent us at Christmas!" That is the natural and inevitable remark of those whose friends come to us for their **Christmas and New Year Greeting Cards**. The sender is proud to send them, and the recipient delighted to get them. Let us forward our Pattern Books, which will be delivered free, and you can sit down and spend a pleasant half hour or so in selecting the pattern you like best.

**ATKINSON,
Stationer,
ULVERSTON.**

SEND
POSTCARD FOR
SPECIMEN
BOOK.

really is. He advises all young men who are interested in advertising to subscribe for the paper. The Little Schoolmaster reproduces here three more ads submitted by Mr. Atkinson, and it will be noticed that all of these are of an excellent quality of argument and display.

BILLBOARD ADVERTISING

by the outdoor advertising department of the
Ben. B. Hampton Co., 7 West 22nd St., New York.

When you consider the great percentage of billboard display that can be read only in the snap-shot glance possible from a car window or the casual glance of a pedestrian, you appreciate that the fundamental principle of billboard display was well outlined by Habbakkuk more than 2,500 years ago. "Write...and make it plain," said he, "that he may run who readeth it."

The impression sought to be made by a billboard must necessarily be made at a blow. It must be concentrated. There is no time for argument or persuasion. "Kill him

haps as good an example of this sort of work as has appeared in years.

In the first place, this is a poster which simply *barks*. It has the tremendous strength of simplicity. Its forcible color effect of white on blue actually smothered elaborate and daintier displays which had the misfortune to be placed alongside it. Yet there is nothing artistically crude about it. It was laid out with skill. The strength is concentrated on the word "Pearline," as it should be, but the simple, easily understood picture and the equally simple and effective argument have been ar-

at once" the Boxer chief is reported to have ordered of a captive, "we have no time to carve him scientifically."

A sharp, concentrated argument has the advantage of sinking deeply. You can make more of a dent with a pickaxe than with the side of a plank. In billboard advertising one shoots with a rifle—not a shot-gun. One must not scatter his arguments. If there are a dozen talking points about the article advertised, a phrase must be found that will convey them all at a single shout—or the display confined to one of them.

The Pearline poster used on the boards a few weeks since is per-

ranged to make a pleasing and unified whole.

Everybody's Magazine has blazed an entirely new path for magazine publishers. The tremendous interest aroused by the introductory installment of Lawson's article in the June number convinced *Everybody's* publishers that they had secured a feature which would justify the biggest and widest kind of advertising. As the main feature of their campaign they decided to use, for the first time in magazine circulation methods, a 24-sheet poster in one hundred big cities and sixty-five mining and manufacturing centers.

The success of this advertising

was, if anything, too great, as the publishers found it impossible to supply the demand it created. Warned by this experience they printed 425,000 copies of the September number and went on the boards of over three hundred cities with the poster shown on this page.

This is a strong poster with all

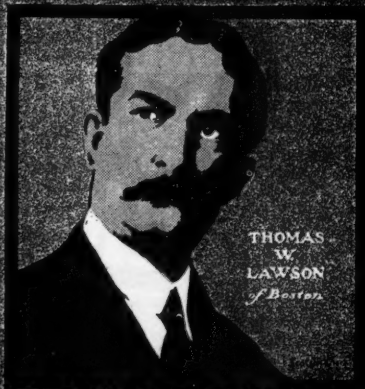
ure in the Lawson article. Its result can be told in six words—the September issue was sold out.

Of course the increase in circulation is primarily due to the article—not to the advertising—but that is true of every piece of successful merchandising ever accomplished. It does stand, however, as a shining example of what

Ten Cents

SEPTEMBER

Everybody's Magazine



THOMAS
W.
LAWSON
of Boston

FRENZIED FINANCE

The Story of Amalgamated

THE RIDGWAY-THAYER COMPANY PUBLISHERS
UNION SQUARE NEW YORK

The Metropolitan Printing Co. N.Y. Boston: Sampson (U.S. Agents)

the good features that poster advertising should have. In the first place, it is an eye-catcher and eye-holder with its strong lines and simple color-scheme. Next, it whacks the appearance of the book itself into the observer with results that could not fail to be apparent the next time he looked over a news counter. Finally, it emphasizes the magazine's chief feat-

can be done with a good article advertised by good posters.

Everybody's publishers, the Ridgway-Thayer Company, simply exercised their sound, virile business nerve when they broke away from the beaten path and put their magazine's advertising on the billboards. Nothing succeeds like success and other magazines are already slated to follow suit.

STREET CAR ADVERTISING.

The car riding public is the easiest public in the world, to amuse, but amusement is not the main purpose of advertising. Street car space is not solely for vaudeville purposes.

The average car card gives us too much fun and too little sense; too many colors and too little type; too much design and too little reason. It fails to clinch.

When we are told that wares are good we want to know *why* they are good; if best *why* best. Before investing we like to know thoroughly *why* we *should* invest. The car card seldom tells us. That big *Why* is left unanswered. Car advertisers seem to strain to dodge it.

Here is an instance:

A Michigan association controls

son given for the advanced price charged. The punishment fitted the crime.

Simply an aggravated example of a common error—the *why* left unanswered.

On the other hand the Hand Sapolio card reproduced here is an excellent example of the answered *why*.

Read it.

Why is Hand Sapolio a good thing? Because it "is unequaled as a gentle and efficacious pore-opener."

Why do we need "a gentle and efficacious pore-opener?" Because "the pores are the safety valves of the body" and should be kept in order.

Other cards running contemporaneously tell us *how* Hand Sapolio keeps the pores open.

THE PORES are the safety valves of the body. If they be kept in perfect order by constant and intelligent bathing a very general source of danger from disease is avoided. HAND SAPOLIO is unequaled as a gentle, efficacious pore-opener. Try it.

a deposit of unusually pure salt, free from lime, and therefore non-caking. Salesmen go out and preach no-lime, no-cake sermons from Monday morning till Saturday night—and get an advanced price for the salt.

When car cards were employed as salesmen, they were made to say "Johnny Jones and his sister Sue, ate a peach of an emerald hue" and then were cured in rhyme by the association's salt.

The advertising results were disappointing. The new salesmen failed to sell salt. Because, forsooth, they talked like a lot of jibbering idiots. What had Johnny Jones and his sister Sue got to do with the price of salt.

Available arguments absolutely neglected and not the slightest rea-

When we have finished reading this set we can hardly doubt the purpose and value of Hand Sapolio.

There should be more car advertising as logical and full of meat.

"But," the advertiser says, "People don't read these long texts in the cars."

Let him try them once and see. The fact is people *do* read them and do absorb them and a few wise advertisers have found this out long ago to their own great advantage.

Get over the idea that car space is poster space.

Catch phrases, pictures and rhymes have their place in the cars, but don't be afraid to tell type and don't be afraid to tell

BARRON G. COLLIER.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It's time to get busy with your Thanksgiving ads; and there are very few lines that do not cater, directly or indirectly, to some need that is emphasized by that holiday. It's a "sprucing up" time for many—buying time for the new overcoat, winter suit, new shoes, new hat and outer garments of all sorts for both sexes. It accentuates the worn spots in the dining-room carpet and the rickety condition of the dining-room table, which promises not only to "groan" under the unaccustomed load of good things, but to give away under the strain and fall down. It recalls most insistently the need of a sideboard, of chairs, pictures, carvers, table-linen and china. It sets the housewife to wondering whether her efforts will be ably seconded by the old kitchen range, and leads to a mental inventory of dripping pans, colanders, cooking spoons and the culinary department in general. It may even be the time that has been fixed for the installation of a new piano; or, if not that, for the tuning of the old one. The range may need repairing; there may be some painting or paper hanging to be done, or some new bed-room furniture to be bought before the coming of critical guests. In fact, the needs that are developed by the approach of such a holiday are practically unlimited, and, whatever your line, it will pay you to look around among your stock and advertise those things which have even a remote chance of being wanted. Those who supply food of any sort—the butcher, the baker, the grocer—should need no hint to take advantage of the occasion; and each of them should remember that in many cases the Thanksgiving purchase will be the test, of his goods, prices and service, that will attach new customers or drive them away to stay. Be thoroughly ready, for disappointments at such a time are taken more seriously than on ordinary occasions. It's a good time

to get quick attention and make a favorable impression through the offering of special values in some lines—a good time to take extra space in the newspapers and fill it with newsy items about seasonable goods of all kinds. And remember that after Thanksgiving, it's only four short weeks till Christmas—four weeks during which, in most lines, you must do a volume of business as large as you would ordinarily do in as many months.

Very Well Said, But a Few Prices or Something a Little Less General Would Have Been Stronger.

Marketing Becomes A Pleasure

when you can do it in a store where cleanliness, convenience and comfort are distinct features. You'll find these things are embraced fully in our new store. Added to this the superlative quality of our groceries and provisions, our generous methods and our prompt and efficient delivery system—and you have the chief elements of our trade-winning combination.

**ALBRIGHT AND LAND-
RAM BROTHERS,**
Merced, Cal.
Phone Red 35.

A Good One From Canada.

The Conservative Path.

Many years of experience convince us that conservative methods are best—best for us and best for our customers. Our policy is to conduct the business of the Corporation along the most conservative lines. In every transaction safety has been placed above every other consideration. This is purely an Investment Company, not a speculative institution.

Interest is allowed on deposits at three and one-half per cent per annum compounded half yearly.

One of the Right Sort, From the Washington, D. C., Star.

From the Hartford, Conn., Globe. Very Good, But Lacks the Eloquence of Prices.

Thanksgiving Anticipations

The great American holiday is first and foremost a Home Holiday. A triumph it was to our forefathers in that they had found a Home. To us its significance is similar.

For weeks your household wants have been studied, and now, before the usual rush, is the time to make your home replete with the comfort and elegance befitting the occasion.

Firstly, consider our Sideboards. The latest designs in Mission, Golden Oak and Mahogany—many with swell fronts and claw feet, so characteristic of Colonial furniture, from \$12 to \$175.

Extension Tables, likewise in Golden Oak, Mahogany and Mission; Round, Square; some to match the above Sideboards, \$18 to \$110.

China Cabinets, some with the straight line in Chippendale effect; some massive with Pointed and Fluted Columns, \$15 to \$110.

Dining Chairs with the graceful curves of French leg and in styles so varied that they match any room, \$1 to \$25.

In this department we have made next week's special timely: \$12—Golden Oak Sideboard; Chippendale effect. Was \$18.

No time to lose in getting your Draperies and Curtains. The sooner you buy the better the assortment. Our recent sales have so cleared our stock that you will have the unusual opportunity to see an almost fresh assortment. We are admirably equipped this season to supply your entire wants. From our artist employed to sketch original hangings to suit your individual taste to the mechanic who hangs your old draperies the talent is the best procurable.

Next Week's Special.

\$3.—4 prs. Green and Gold Portieres. Were \$5.

\$7.—4 prs. Arabian Laces. Were \$10.50.

Next Week's Carpet Special.

97c.—5-frame Body Brussels. Was \$1.35.

\$1.22—Bigelow Axminster. Was \$1.85.

CLARK, DAVENPORT & CO.

12th and F Sts.,
Philadelphia, Pa.

Thanksgiving Appetites Are Prodigious!

In spite of the sentiment that attaches to this great American festival, it is unquestionably the Thanksgiving dinner that has become the feature in the day's observance. The whole menu, for the approaching feast, has already been planned by the thrifty housewife.

We wonder if she has given the attention to the Table Service that this important adjunct deserves. The enjoyment of a dinner is greatly enhanced if the table appointments are tasty and complete? Not necessarily elaborate, or expensive, but neat.

For instance, your dinner ware, is it not about used up? This is the time to replace it with one of ours. Where would you expect to find a greater assortment, more attractive patterns, more reliable goods or more satisfactory prices than at the "Biggest Crockery Store in the State?"

Open stock patterns and regular sets, Haviland China, English, German and Domestic goods, at any price you choose. Course Sets, Chop Plates, Cups and Saucers, etc.

Tasteful Glassware is always effective. See to it that your table is properly supplied; whether you need much or little, we are yours to command.

Carvers? Oh, yes, we keep Carvers; turkey size or for the small birds. This will interest the man of the house. He has to do the carving. Then there's that immense department of kitchen furnishings. Possibly you think that your kitchen is well supplied with the needfuls for preparing the great feast. We venture to say that it is not, unless you have recently visited our kitchen department. There are so many new and practical articles continually being brought out for the convenience of the cook, that but few households are lacking in something useful. Hadn't you better look into this subject?

NEAL, GOFF & INGLIS,
Hartford, Conn.

Mr. Le Roy Thomas, of Portland, Ore., sends the following description of a grocer's window in that city, which may offer a helpful hint to merchants in other lines. "In the window are a score of toy balloons, and two electric fans keep them bounding against the far side of the enclosure. When the balloons fall the second fan—one being against the window partition and the other two feet in advance—puts them in action again. The background is filled with packages of teas and spices, boomed by a local wholesale house."

*Here's a Bunch of Excellent Small Ones
From the Washington, D. C., Star.*

Small Photos Enlarged

by an new process that gives beautiful results. Films developed while you wait, 10c. roll.

THE COLUMBIA PHOTO
SUPPLY CO.,

Just around the corner
from 15th on N. Y. ave.

Forestall Roof Trouble!

In winter your roofs are almost continuously exposed to the onslaughts of either rains or snows. Will they stand the strain? Better let us go over them now and stop the leaks. Prevention is better than cure.

GRAFTON & SON,
"Roofing Experts,"

714 9th st. 'Phone 760.

Tell Your Stove Troublesto Hutch- inson & McCarthy

Glad to give you the benefit of our long experience in repairing furnaces, latrobes and ranges at any time. Drop postal or 'phone.

520 10th St. 'Phone 443.

Acme Roof Paint.

Famous Roof Tonic. Consult us about Tinning, Guttering, Spouting, Roof Painting and Repairing. Work guaranteed.

WASHINGTON ROOFING
COMPANY, Inc.,

Jos. L. Strouse, Mgr.
707 13th St. 'Phone M. 1623.

*The Right Thing at the Right Time,
and the Range of Prices.*

Good Carving Sets

Don't have your guests think the turkey's tough just because you haven't a good carving knife.

The extra labor may stimulate your appetite, but it might destroy that of your guests.

Get a set of the Meriden Cutlery Company's Carvers—there may be others as good but there are none better. 50c. to \$10.00 a Set.

CLAPP & TROST,
Hartford, Conn.

*Another Case Where Prices Would
Have Helped Some.*

Thanksgiving Day

Of course you want a brand new Overcoat for Thanksgiving day and of course we are the people to supply it.

We will sell you an Overcoat on credit at cash prices.

It will be a coat that any one might be proud to own; it will be stylish and well made. It will be made of good material and handsomely lined.

The coat will suit, the terms will suit and above all the price will suit.

PEOPLE'S CREDIT
CLOTHING CO.,
Hartford, Conn.

Good and Timely.

A Little Fire on the Hearthstone

looks warm and cheery when the nights are cool—and the time for cool nights is approaching. Speaking of hearthstones, have you all you need in the way of Andirons, Fire Sets and Spark Guards? We've been getting these things together the last few days and can show you something that will please you.

The black iron Andirons have the call at present for the reason that they always look well and require no care. We have attractive ones from \$2 a pair upwards.

THE JOHN E. BASSETT
& CO.,

754 Chapel Street,
320 State St.,
New Haven, Conn.

Good Descriptions Go a Long Way | A Good One From the Many Such That
Toward Selling. | Appear in the New Haven Register.

Style in Walking Skirts and Only \$2.95 to Pay.

The very swing of these trim skirts of the fancy mixed material is good style. While the general effect is dark, there are glints of color breaking all over the surface. Seven gores is the original plan of the skirts, but the triple pleats that start below the hip line and continue to the foot insure that smooth, snug fit at top, and give the breadth and fullness at foot now so necessary. Any wonder we call them trim! At four dollars you would think them absurdly cheap—at \$2.95 you'll think as we do, that they are a most unusual bargain.

SNELLENBURG'S,
Philadelphia, Pa.

For "Thanksgiving Furniture."

SCHOLLE'S GOOD FURNITURE.

"My Lady's Treasure House"

The furnishing of the Dining Room is not complete without a China Closet. It is "My Lady's Treasure House," where those dainty pieces of china and cut glass are stored safe away from dust and mischievous fingers.

This store makes a feature of these pieces of furniture.

A solid phalanx of them stretches down one entire wall of the main floor, in English oak and real mahogany, some severely plain, others elaborately carved—all masterpieces of the furniture maker's art. The prices range between \$18 and \$150, and at all in-between prices.

China Closets, Dining Tables and Chairs, Sideboards and Buffets, come under the head of "Thanksgiving Furniture"—at this season a magnificent showing here of all such.

H. E. SCHOLLE & CO.,
222 Wabash,
Bet. Adams and Jackson,
Chicago, Ill.

Concerning Fire Dogs.

Dog days have gone but fire dog days are coming and our fire dog show is open. The black iron ones have the call just now and we show some new and very artistic designs. The prices start at about \$3.

We also have the other things necessary to your fire place, such as Spark Guards, Bellows, Fire Sets and Hearth Brushes. The assortment and the prices are both attractive.

THE JOHN E. BASSETT
& CO.,

754 Chapel St.,
320 State St.,
New Haven, Conn.

Most Any Dealer in Hardware and
House-Furnishings Can Afford to
Take a Leaf From Bassett's Book and
Emulate His Advertising.

Feather Dusters.

We have as many kinds and possibly a few more. We have as good quality and perhaps a little better—we have as low prices and we think a little lower, than may be found at other places.

Regular Ostrich Feather Dusters, 25 cents up.

Soft Ostrich Picture Dusters, 85 cents up.

Our Dusters are selected with special care and we feel sure that they will suit you.

Also Brooms and Brushes.
THE JOHN E. BASSETT
& COMPANY,

754 Chapel st., 320 State st.,
New Haven, Conn.

Good Introductory for a Wine and
Liquor Ad,

Thanksgiving Good Cheer

You'll find it here.

Let us furnish the good things to drink for the festive day.

You know our reputation, "If it's from Lathrop's it's pure;" and you know our prices are the fairest in the city.

Just a few suggestions.

LATHROP'S,
Hartford, Conn.

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,365 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 20 cents a line per week.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

THE COURIER-JOURNAL (◎◎), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler Linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.

THE NORTHWESTERN MILLER (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

HARDWARE DEALERS' MAGAZINE.

In 1903 no issue less than 17,000 (◎◎).

D. T. MALLETT, Pub., 353 Broadway, N. Y.

THE NEW YORK TIMES (◎◎). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE BROOKLYN DAILY EAGLE

(◎◎) is THE advertising medium in Brooklyn and one of the best in Greater New York.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (◎◎), Pittsburg, Pa. Delivered in more homes in Pittsburg than any other two Pittsburg newspapers.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C., reaches every part of South Carolina.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 10,000, flat rate.

ONTARIO, CAN.

LONDON FREE PRESS (◎◎), only morning noon, evening in Ontario. Best condensed medium, circulation map and rates on application. FREE PRESS PRINTING CO., Ltd., London, Ont.

THE TORONTO GLOBE (◎◎)

Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation exceeds 50,000.